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US Television Household Estimates

September 1991

Nielsen Station Index

Nielsen

DMA Rankings
Population Estimates
Multi-set and
Cable TV Penetration

U.S. TV HOUSEHOLD ESTIMATES

SEPTEMBER 1991
(Estimates as of January 1992)

A.C. NIELSEN COMPANY
MEDIA RESEARCH SERVICES GROUP

SPECIAL NOTICE

The household estimates for January, 1992 are the first based on data from the 1990 census. Census results indicate that the national household estimate for January 1, 1991 was overestimated by about 2%. As a result, the national 1992 estimate of TV households is about 1 million less than the 1/1/1991 estimate. At the local level 146 DMAs show declines in TV houeholds from the 1991 levels. Because of the change in the base period, i.e. from 1980 to 1990 census data, comparisons between 1991 and 1992 estimates cannot be used to estimate real changes in the household universe.

The following terms are Service Marks or Trade Marks of A.C. Nielsen Company: NTI (Nielsen Television Index), NSI (Nielsen Station Index), VIP (Viewers in Profile).

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FOREWORD

The data herein represent estimates of total and television households in the U.S. by state, county and Designated Market (DMA), as of January 1992.

Total Households are estimates by Market Statistics, used herein by special permission of that organization. They are the base against which television estimates have been applied.

Television Ownership Percents are Nielsen estimates based on combining historical projections from the 1960 and 1970 Censuses with estimates from the NSI telephone interviews from a number of all-market measurement periods.

Television Households have been derived by applying the percent ownership estimates, county by county, to the estimates of total households. These individual county estimates constitute the base of **Television Households** used by Nielsen in estimating audience counts for all Nielsen media research services, national and local. The data herein are subject to the limitations resulting from the methods of Market Statistics and Census, and from Nielsen's method of combining information from these sources. They are made available to broadcast users, in this form, for uniform interpretation of Nielsen estimates for any market, whether a single county or a combination of counties.

TV Penetration for some counties is reported as 100%. It should not be inferred that all households in such counties have television. 100% Penetration is used for counties with an estimated penetration of 99.5% or greater.

Population Estimates reported herein are January 1992 estimates provided by Market Statistics. The estimates include all persons; those in TV Households, those in Non-TV Households, and persons who do not reside in Households. The use of mathematical terms herein should not be regarded as a representation by A.C. Nielsen Company that such measurements are exact to precise mathematical values.

Nielsen County Size Definitions are as follows:

'A' = All counties belonging as of June 30, 1990 to the 21 largest metropolitan areas based on household counts from the 1990 census.

'B' = All counties not included in A that are in metropolitan areas with more than 85,000 households according to the 1990 census.

'C' = All counties not included in A or B that either have more than 20,000 households or are in metropolitan areas with more than 20,000 households according to the 1990 census.

'D' = All remaining counties.

For county size definitions, areas are ranked by the 1990 census household counts. The ranked list is divided so that A counties account for 40%, B counties account for 30%, and C and D counties each account for 15% of the U.S. total households. The areas ranked are metropolitan areas or individual non-metropolitan counties.

Metropolitan areas are as defined by the Federal Office of Management and Budget. They are either Consolidated Metropolitan Statistical Areas (CMSAs), Metropolitan Statistical Areas (MSAs) or New England County Metropolitan Areas (NECMAs). The New York CMSA is defined to include all of Fairfield county, Connecticut.

Market Areas comprising County Size Group 'A' are as follows:

Atlanta	Detroit	Mionneapolis-St. Paul	San Diego	Washington
Baltimore	Dallas-Ft. Worth	New York	San Francisco	
Boston	Houston	Philadelphia	Seattle-Tacoma	
Chicago	Los Angeles	Phoenix	St. Louis	
Cleveland	Miami	Pittsburgh	Tampa-St. Petersburg	

Time zone designations are current as of August 1, 1991 in cases where the time zone line divides a county, Nielsen Time Zone Designation is based on the location of the majority of the population.

DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA (DMA) COUNTY ASSIGNMENTS ARE MADE AS FOLLOWS:

Each spring, using viewing from intab diary households from the most recent February, May, July and November measurement intervals, NSI markets are reviewed to determine (1) those that continue to qualify for a DMA, (2) those that qualify as new DMAs, and (3) counties that qualify to switch from one DMA assignment to another. All assignments are based on household viewing between 7 AM and 1 AM Sunday through Saturday.

A. Testing NSI markets to qualify for or to remain as DMAs is done at the Metro/Central area level (see Section A.I.A.1). In the absence of a Metro/Central area, a home county area is defined. Typically the home county area is comprised of the county(s) containing the city(s) of license of the commercial station(s) in the NSI market.

To qualify for a DMA

1. The commercial stations assigned to the NSI market (see D.2 and D.3 below) must achieve the largest share of audience in the Metro/Central or home county area, or
2. The commercial station in the Metro/Central or home county area with the highest audience share must achieve a larger share of audience than the commercial station outside the market with the highest share, and
3. For either 1. or 2. the difference between the largest share and the next largest share must be statistically significant.[1]
4. Effective with the 1990-1991 review (conducted in Spring 1990) two consecutive years of statistically significant tests will be required before the NSI market will qualify for a DMA.
5. If the NSI market qualifies for a DMA then it will become a DMA only if a special market area (SMA) report has been produced for at least 2 of the 4 most recent all DMA Measurement intervals.

[1]Greater than can be attributed to chance because only a sample of TV households is surveyed.

DESIGNATED MARKET AREA (DMA) (Cont'd)

To retain a DMA

1. Either condition 1. or 2. above must be met or if the DMA no longer meets either condition, it will retain its DMA if the difference between the shares is not statistically significant for either of the conditions.
2. Effective with the 1990-1991 review (conducted in Spring 1990) two consecutive years of statistically significant tests will be required before a DMA can be lost.

All counties in Metro/Central or home county areas in qualifying NSI markets shall be treated under Paragraph A exclusively in combination and not on an individual basis and will be assigned to that NSI market's DMA.

B. All other counties, including Metro/Central and home counties in NSI markets not qualifying under A above will:
   1. Remain in the current DMA if the commercial stations in that market achieve the highest audience share, or
   2. Be reassigned to the DMA that achieves the highest audience share provided that the difference from the current DMA is statistically significant. If the county is currently assigned to a meter market, and if the county has an average day meter sample intab (over the four measurement intervals used) of 40 or more households, then the county will be reassigned only if viewing from the meter sample shows a higher share of audience to the same DMA as shown by the diary sample. The difference in the meter shares must also be statistically significant.

C. Each county is assigned to one and only one DMA. When viewing patterns within a county differ significantly primarily because of unusual terrain or because of peripheral locations of station signals, NSI may split the county. Such splits are designated as N, S, E or W after the county name.

   An NSI client may request an investigation into the feasibility of splitting a county. If a client (or clients) request NSI to investigate the feasibility of splitting a county there will be a charge to analyze the data. Please consult your NSI Representative for further details. To qualify for an investigation the county must meet the following criteria:
   1. The county cannot be a segment of an existing split county (i.e., no splits on splits are permitted)
   2. The county must be adjacent to another DMA, no investigations will be conducted on counties located in the interior of a DMA.
   3. The county cannot belong to the DMA of the client requesting the investigation.
   4. The county cannot be a Metro/Central or home county of a DMA.
   5. The county must have a minimum TV household universe estimate of 20,000.
   6. The total viewing to stations assigned to the DMA of the client requesting the invetigation must account for at least 40% of the average quarter hour audience in the county.

   If the county qualifies, NSI will determine if significant viewing differences warrant a split. If so, the split definition will take effect with the start of the next survey year (9/1), however both split sections will be frozen from possible DMA reassignments until viewing from four measurement cycles used in the annual DMA review are available.

D. In determining DMA county assignments:
   1. Viewing to stations in NSI markets that do not qualify as DMAs are excluded.
   2. For DMA county assignment purposes, total satellites and most partial satellites are regarded as extensions of their parents and their audiences will be treated as having originated in the parent market.
   3. Viewing to all satellite stations is excluded from the analyses conducted under Paragraph A.

E. Audience share estimates are generally based on the combined four most recent all-DMA market measurement intervals. Counties may be assigned to DMA's based on less than the most recent four all-DMA market measurements if recent major changes have occurred which may have a material bearing on audience shares. Such changes include, but are not limited to, changes in transmission facilities or cable-TV penetration. Counties may be tested for statistical significance using consecutive DMA reviews; i.e., any market having a higher share of viewing in consecutive DMA reviews and determined not to be statistically significant, the test for statistical significance will be based on the combined viewing data for the consecutive reviews.

   Rank order of Designated Market Areas is based solely on the quantitative estimates provided and is not intended to represent the relative 'importance' of individual DMA's which may be ascribed through the application of other marketing and media criteria.

Multi-set Ownership Estimates for diary markets are based on replies from households contacted by Nielsen telephone interviewers. Replies from several measurements are projected to January, 1991 and then adjusted to reflect the January, 1992 estimate of multi-set ownership at the national level. For metered markets, similar methods are applied to the installed metered samples. See the NSI Reference Supplement, section A.,IV.E.4.

CABLE TV Household Estimates (July 1991) are derived primarily from:

1. Nielsen questionnaires to Cable TV systems.
2. Nielsen phone inquiries to Cable TV systems.
3. Current and prior NSI sample data.
4. Ancillary Sources:
   a. Nielsen NTI field calls upon Cable TV systems
   b. Television Factbook
   c. Weekly CATV Addenda to Television Digest
   d. CATV-Newsweekly Cable Television
   e. Volunteered station information
   f. FCC
   g. Television Digest Weekly with Consumer Electronics

NSI MARKET CONSOLIDATIONS

Cross Referemce

NON-DMA NSI MARKET	located in	DESIGNATED MARKET AREA (DMA)
BRUNSWICK,GA		JACKSONVILLE, FL
ENSIGN-GARDEN CITY, KS		WICHITA-HUTCHINSON, KS PLUS
FLORENCE, AL		HUNTSVILLE-DECATUR, AL
GREAT BEND, KS		WICHITA-HUTCHINSON, KS PLUS
HAYS-GOODLAND, KS		WICHITA-HUTCHINSON, KS PLUS
SARASOTA, FL		TAMPA-ST. PETERSBURG, FL

NIELSEN MEDIA RESEARCH
SERVICES GROUP TERRITORIES

Northeast - Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania (Eastern & Central), Rhode Island, Vermont, Virginia (Arlington, Fairfax, Loudoun & Prince William Counties only).

East Central - Indiana (except Lake and Porter counties), Kentucky, Michigan, Ohio, Pennsylvania (Western), West Virginia.

West Central - Colorado, Illinois, Indiana (Lake & Porter Counties only), Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin, Wyoming.

South - Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia (except Arlington, Fairfax, Loudoun & Prince William Counties).

Pacific - Arizona, California, Idaho, Nevada, Oregon, Utah, Washington.

NIELSEN MARKETING RESEARCH SERVICES
GROUP TERRITORIES

I New England
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

II Metropolitan New York
New Jersey
- Bergen
- Essex
- Hudson
- Middlesex
- Morris
- Passaic
- Somerset
- Union

New York
- Bronx
- Kings
- Nassau
- New York
- Queens
- Richmond
- Rockland
- Suffolk
- Westchester

II Middle Atlantic
Delaware
District of Columbia
Maryland
New Jersey (Excluding Counties in Territory II)
New York (Excluding Counties in Territory II)
Pennsylvania (Excluding Counties in Territory IV)
Virginia
- Arlington (Including Alexandria City)
- Fairfax (Including Falls Church)
- Loudoun
- Prince William

IV East Central
Indiana (Excluding Lake and Porter Counties)
Kentucky
Michigan
Ohio
Pennsylvania
- Allegheny
- Armstrong
- Beaver
- Butler
- Clarion
- Crawford
- Erie
- Fayette
- Forest
- Greene
- Indiana
- Jefferson
- Lawrence
- Mercer
- Venango
- Warren
- Washington
- Westmoreland

West Virginia

V Metropolitan Chicago
Illinois
- Cook
- DuPage
- Kane
- Lake
- McHenry
- Will

Indiana
- Lake
- Porter

VI West Central
Colorado
Illinois (Excluding Counties in Territory V)
Iowa
Kansas
Minnesota
Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Wyoming

VII Southeast
Alabama
Florida
Georgia
Mississippi
North Carolina
South Carolina
Tennessee
Virginia (Excluding counties in Territory III)

VIII Southwest
Arkansas
Louisiana
New Mexico
Oklahoma
Texas

IX Greater Los Angeles
California
- Los Angeles
- Riverside
- Orange
- San Bernardino

X Remaining Pacific
Arizona
California (Excluding Counties in Territory IX)
Idaho
Nevada
Oregon
Utah
Washington

U.S. TV HOUSEHOLD ESTIMATES

GEOGRAPHIC AREAS

	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
TOTAL U.S.*	93,630,300	92,040,450	98	100.000
CONTINENTAL U.S.**	93,121,400	91,547,890	98	99.465
NORTHEAST	19,063,600	18,776,010	98	20.400
NEW ENGLAND	5,013,300	4,946,700	99	5.374
CONNECTICUT	1,244,100	1,229,850	99	1.336
MAINE	475,100	468,760	99	.509
MASSACHUSETTS	2,269,300	2,239,100	99	2.433
NEW HAMPSHIRE	426,400	419,370	98	.456
RHODE ISLAND	382,800	378,970	99	.412
VERMONT	215,600	210,650	98	.229
MIDDLE ATLANTIC	14,050,300	13,829,310	98	15.025
NEW JERSEY	2,824,900	2,795,890	99	3.038
NEW YORK	6,693,200	6,568,890	98	7.137
PENNSYLVANIA	4,532,200	4,464,530	99	4.851
NORTH CENTRAL	22,496,900	22,200,550	99	24.120
EAST NORTH CENTRAL	15,700,100	15,503,130	99	16.844
ILLINOIS	4,217,700	4,157,700	99	4.517
INDIANA	2,078,200	2,048,540	99	2.226
MICHIGAN	3,449,200	3,409,690	99	3.705
OHIO	4,111,400	4,064,820	99	4.416
WISCONSIN	1,843,600	1,822,380	99	1.980
WEST NORTH CENTRAL	6,796,800	6,697,420	99	7.277
IOWA	1,062,400	1,048,920	99	1.140
KANSAS	958,200	943,060	98	1.025
MINNESOTA	1,681,500	1,659,430	99	1.803
MISSOURI	1,987,800	1,954,740	98	2.124
NEBRASKA	605,400	597,350	99	.649
NORTH DAKOTA	240,300	236,920	99	.257
SOUTH DAKOTA	261,200	257,000	98	.279
SOUTH	32,559,500	32,032,920	98	34.803
SOUTH ATLANTIC	17,037,300	16,782,380	99	18.234
DELAWARE	253,800	250,830	99	.273
DIST. OF COL.	247,500	241,460	98	.262
FLORIDA	5,376,200	5,297,130	99	5.755
GEORGIA	2,453,100	2,415,680	98	2.625
MARYLAND	1,800,100	1,778,840	99	1.933
NORTH CAROLINA	2,580,000	2,540,170	98	2.760
SOUTH CAROLINA	1,289,900	1,271,370	99	1.381
VIRGINIA	2,355,600	2,318,120	98	2.519
WEST VIRGINIA	681,100	668,780	98	.727
EAST SOUTH CENTRAL	5,708,500	5,611,670	98	6.097
ALABAMA	1,524,200	1,500,600	98	1.630
KENTUCKY	1,385,900	1,360,890	98	1.479
MISSISSIPPI	915,500	896,370	98	.974
TENNESSEE	1,882,900	1,853,810	98	2.014
WEST SOUTH CENTRAL	9,813,700	9,638,870	98	10.472
ARKANSAS	898,700	880,150	98	.956
LOUISIANA	1,493,600	1,470,480	98	1.598
OKLAHOMA	1,206,200	1,185,330	98	1.288
TEXAS	6,215,200	6,102,910	98	6.631
WEST	19,510,300	19,030,970	98	20.677
MOUNTAIN	5,187,500	5,065,370	98	5.503
ARIZONA	1,434,400	1,399,840	98	1.521
COLORADO	1,309,800	1,281,990	98	1.393
IDAHO	363,500	354,180	97	.385
MONTANA	306,400	296,950	97	.323
NEVADA	498,400	488,270	98	.530
NEW MEXICO	559,800	543,050	97	.590
UTAH	548,700	538,450	98	.585
WYOMING	166,500	162,640	98	.177
PACIFIC	13,813,900	13,473,040	98	14.638
CALIFORNIA	10,763,300	10,511,140	98	11.420
OREGON	1,122,300	1,089,050	97	1.183
WASHINGTON	1,928,300	1,872,850	97	2.035
ALASKA#	142,000	135,800	96	.148
HAWAII	366,900	356,760	97	.388

NIELSEN MEDIA RESEARCH TERRITORIES, COUNTY SIZE AND TIME ZONE

	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
CONTINENTAL U.S.**	93,121,400	91,547,890	98	99.465
TERRITORIES **				
NORTHEAST	20,629,600	20,320,410	99	22.078
COUNTY SIZE A	12,614,400	12,425,390	99	13.500
B	5,396,600	5,327,780	99	5.789
C	1,878,600	1,843,120	98	2.003
D	740,000	724,120	98	.787
EAST CENTRAL	12,796,300	12,630,640	99	13.723
COUNTY SIZE A	3,677,200	3,638,270	99	3.953
B	4,503,100	4,454,810	99	4.840
C	2,234,600	2,202,500	99	2.393
D	2,381,400	2,335,060	98	2.537
WEST CENTRAL	14,856,100	14,631,980	98	15.897
COUNTY SIZE A	4,831,800	4,767,620	99	5.180
B	3,538,100	3,487,960	99	3.790
C	2,344,300	2,309,590	99	2.509
D	4,141,900	4,066,810	98	4.419
SOUTH	28,180,500	27,711,080	98	30.108
COUNTY SIZE A	6,175,600	6,086,870	99	6.613
B	11,021,800	10,864,090	99	11.804
C	5,158,600	5,068,150	98	5.506
D	5,824,500	5,691,970	98	6.184
PACIFIC	16,658,900	16,253,780	98	17.659
COUNTY SIZE A	10,276,400	10,041,720	98	10.910
B	3,657,100	3,579,590	98	3.889
C	1,852,600	1,795,360	97	1.951
D	872,800	837,110	96	.910
COUNTY SIZE **				
A	37,575,400	36,959,870	98	40.156
B	28,116,700	27,714,230	99	30.111
C	13,468,700	13,218,720	98	14.362
D	13,960,600	13,655,070	98	14.836
TIME ZONE **				
EASTERN	46,756,200	46,077,970	99	50.063
CENTRAL	27,026,200	26,599,120	98	28.899
MOUNTAIN	4,952,600	4,838,460	98	5.257
PACIFIC	14,386,400	14,032,340	98	15.246

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S
** EXCLUDING HAWAII AND ALASKA
\# ANCHORAGE AND FAIRBANKS DMA'S ONLY

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) - RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1992)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (JAN. 1992)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
1	NEW YORK	6,723,980	7.305	7.305	18,761,900	7.410	7.410	98
2	LOS ANGELES	4,875,100	5.297	12.602	14,873,300	5.874	13.285	98
3	CHICAGO	3,016,930	3.278	15.880	8,498,000	3.356	16.641	99
4	PHILADELPHIA	2,634,970	2.863	18.743	7,242,200	2.860	19.502	99
5	SAN FRANCISCO-OAK-SAN JOSE	2,215,470	2.407	21.150	6,119,800	2.417	21.919	97
6	BOSTON	2,109,710	2.292	23.442	5,731,500	2.264	24.183	99
7	WASHINGTON, DC	1,819,900	1.977	25.419	4,984,200	1.969	26.151	99
8	DALLAS-FT. WORTH	1,760,270	1.912	27.332	4,783,600	1.889	28.041	98
9	DETROIT	1,714,970	1.863	29.195	4,686,500	1.851	29.892	99
10	HOUSTON	1,445,550	1.571	30.766	4,117,500	1.626	31.518	98
	SUBTOTAL	28,316,850			79,798,500			
11	ATLANTA	1,444,390	1.569	32.335	3,940,600	1.556	33.074	99
12	CLEVELAND	1,436,400	1.561	33.896	3,823,600	1.510	34.585	99
13	SEATTLE-TACOMA	1,369,620	1.488	35.384	3,621,300	1.430	36.015	97
14	TAMPA-ST. PETE,SARASOTA	1,365,800	1.484	36.868	3,297,900	1.303	37.317	99
15	MINNEAPOLIS-ST. PAUL	1,348,880	1.466	38.333	3,641,300	1.438	38.756	99
16	MIAMI-FT. LAUDERDALE	1,275,990	1.386	39.719	3,377,800	1.334	40.090	99
17	PITTSBURGH	1,128,260	1.226	40.945	2,908,300	1.149	41.238	99
18	ST. LOUIS	1,093,750	1.188	42.134	2,936,100	1.160	42.398	99
19	SACRAMNTO-STKTN-MODESTO	1,054,160	1.145	43.279	2,996,300	1.183	43.582	98
20	PHOENIX	1,043,850	1.134	44.413	2,848,500	1.125	44.707	98
	SUBTOTAL	40,877,950			113,190,200			
21	DENVER	1,016,460	1.104	45.517	2,636,200	1.041	45.748	98
22	BALTIMORE	957,260	1.040	46.557	2,613,300	1.032	46.780	99
23	HARTFORD & NEW HAVEN	928,190	1.008	47.566	2,492,500	.984	47.764	99
24	ORLANDO-DAYTONA BCH-MELBRN	922,390	1.002	48.568	2,379,600	.940	48.704	99
25	SAN DIEGO	914,350	.993	49.561	2,639,800	1.043	49.747	98
26	INDIANAPOLIS	867,410	.942	50.504	2,313,200	.914	50.661	99
27	PORTLAND, OR	845,320	.918	51.422	2,252,100	.890	51.550	97
28	MILWAUKEE	765,130	.831	52.254	2,076,000	.820	52.370	99
29	CINCINNATI	759,610	.825	53.079	2,056,400	.812	53.182	99
30	KANSAS CITY	749,880	.815	53.894	1,982,000	.783	53.965	98
	SUBTOTAL	49,603,950			136,631,300			
31	CHARLOTTE	744,960	.809	54.703	1,987,600	.785	54.750	99
32	RALEIGH-DURHAM	714,250	.776	55.479	1,930,800	.763	55.513	98
33	NASHVILLE	713,070	.775	56.254	1,913,800	.756	56.269	98
34	COLUMBUS, OH	668,530	.726	56.980	1,791,100	.707	56.976	99
35	GREENVILLE-SPART-ASHEVILLE	653,830	.710	57.690	1,726,400	.682	57.658	98
36	BUFFALO	629,540	.684	58.374	1,669,400	.659	58.317	99
37	GRAND RAPIDS-KALMZOO-B.CRK	624,300	.678	59.053	1,757,700	.694	59.012	99
38	NORFOLK-PORTSMTH-NEWPT NWS	603,340	.656	59.708	1,710,700	.676	59.687	99
39	NEW ORLEANS	591,970	.643	60.351	1,664,200	.657	60.345	99
40	SAN ANTONIO	589,700	.641	60.992	1,745,600	.689	61.034	98
	SUBTOTAL	56,137,440			154,528,600			
41	SALT LAKE CITY	586,960	.638	61.630	1,905,400	.753	61.787	98
42	MEMPHIS	583,610	.634	62.264	1,637,300	.647	62.433	98
43	PROVIDENCE-NEW BEDFORD	572,250	.622	62.886	1,540,200	.608	63.042	99
44	OKLAHOMA CITY	560,720	.609	63.495	1,480,800	.585	63.626	99
45	HARRISBURG-LNCSTR-LEB-YORK	557,500	.606	64.101	1,526,400	.603	64.229	97
46	WEST PALM BEACH-FT. PIERCE	543,620	.591	64.691	1,320,500	.522	64.751	98
47	WILKES BARRE-SCRANTON	542,120	.589	65.280	1,441,300	.569	65.320	98
48	GREENSBORO-H.POINT-W.SALEM	530,270	.576	65.856	1,365,400	.539	65.859	99
49	LOUISVILLE	524,500	.570	66.426	1,406,100	.555	66.415	99
50	ALBUQUERQUE-SANTA FE	511,600	.556	66.982	1,477,200	.583	66.998	97
	SUBTOTAL	61,650,590			169,629,200			
51	BIRMINGHAM	511,180	.555	67.537	1,366,600	.540	67.538	99
52	ALBANY-SCHENECTADY-TROY	504,430	.548	68.085	1,337,200	.528	68.066	99
53	DAYTON	498,350	.541	68.627	1,333,200	.527	68.593	99
54	RICHMOND-PETERSBURG	472,150	.513	69.140	1,264,700	.500	69.092	98
55	JACKSONVILLE, BRUNSWICK	468,390	.509	69.649	1,271,200	.502	69.594	98
56	CHARLESTON-HUNTINGTON	461,200	.501	70.150	1,248,200	.493	70.087	98
57	LITTLE ROCK-PINE BLUFF	453,470	.493	70.643	1,216,900	.481	70.568	98
58	FLINT-SAGINAW-BAY CITY	451,760	.491	71.133	1,234,000	.487	71.055	99
59	FRESNO-VISALIA	449,220	.488	71.621	1,431,600	.565	71.621	98
60	TULSA	439,830	.478	72.099	1,152,100	.455	72.076	98
	SUBTOTAL	66,360,570			182,484,900			
61	WICHITA-HUTCHINSON PLUS	417,500	.454	72.553	1,101,000	.435	72.511	98
62	MOBILE-PENSACOLA	403,950	.439	72.992	1,117,800	.441	72.952	98
63	KNOXVILLE	401,730	.436	73.428	1,059,000	.418	73.371	98
64	TOLEDO	401,030	.436	73.864	1,098,500	.434	73.804	99
65	SYRACUSE	378,620	.411	74.275	1,051,300	.415	74.220	98
66	ROANOKE-LYNCHBURG	377,150	.410	74.685	998,600	.394	74.614	98
67	GREEN BAY-APPLETON	366,970	.399	75.084	992,000	.392	75.006	99
68	AUSTIN	364,350	.396	75.480	961,200	.380	75.386	98
69	SHREVEPORT	362,850	.394	75.874	998,300	.394	75.780	98
70	ROCHESTER, NY	358,980	.390	76.264	966,300	.382	76.161	99
	SUBTOTAL	70,193,700			192,828,900			

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) - RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1992)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (JAN. 1992)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
71	HONOLULU	356,760	.388	76.652	1,135,400	.448	76.610	97
72	LEXINGTON	354,930	.386	77.037	972,000	.384	76.994	98
73	DES MOINES-AMES	354,600	.385	77.422	922,700	.364	77.358	99
74	PORTLAND-AUBURN	344,210	.374	77.796	907,500	.358	77.717	99
75	PADUCAH-C.GIRARDEAU-HARRBG	342,720	.372	78.169	890,300	.352	78.068	98
76	OMAHA	342,330	.372	78.541	913,100	.361	78.429	99
77	CHAMPAIGN&SPRNGFLD-DECATUR	327,070	.355	78.896	866,100	.342	78.771	98
78	SPOKANE	319,170	.347	79.243	860,200	.340	79.111	97
79	LAS VEGAS	314,440	.342	79.584	825,400	.326	79.437	99
80	SPRINGFIELD, MO	313,400	.341	79.925	824,700	.326	79.763	98
	SUBTOTAL	73,563,330			201,946,300			
81	TUCSON(NOGALES)	309,810	.337	80.262	822,600	.325	80.087	98
82	CHATTANOOGA	304,000	.330	80.592	810,700	.320	80.408	98
83	CEDAR RAPIDS-WATERLOO&DUBQ	303,950	.330	80.922	821,000	.324	80.732	99
84	DAVENPORT-R.ISLAND-MOLINE	298,040	.324	81.246	779,500	.308	81.040	99
85	SOUTH BEND-ELKHART	294,660	.320	81.566	813,300	.321	81.361	98
86	BURLINGTON-PLATTSBURGH	293,280	.319	81.885	814,900	.322	81.683	98
87	COLUMBIA, SC	288,630	.314	82.198	831,600	.328	82.011	99
88	HUNTSVILLE-DECATUR, FLOR	284,060	.309	82.507	751,300	.297	82.308	99
89	JACKSON, MS	281,760	.306	82.813	812,600	.321	82.629	98
90	TRI-CITIES, TN-VA	280,240	.304	83.118	743,500	.294	82.923	98
	SUBTOTAL	76,501,760			209,947,300			
91	JOHNSTOWN-ALTOONA	275,980	.300	83.417	749,800	.296	83.219	98
92	FT. MYERS-NAPLES	274,820	.299	83.716	671,700	.265	83.484	99
93	MADISON	273,060	.297	84.013	725,800	.287	83.771	98
94	YOUNGSTOWN	269,230	.293	84.305	715,700	.283	84.054	99
95	EVANSVILLE	264,880	.288	84.593	699,700	.276	84.330	99
96	BATON ROUGE	248,880	.270	84.863	725,600	.287	84.616	99
97	LINCOLN & HSTNGS-KRNYPLUS	248,470	.270	85.133	646,700	.255	84.872	99
98	WACO-TEMPLE	248,210	.270	85.403	711,300	.281	85.153	98
99	SPRINGFIELD-HOLYOKE	247,340	.269	85.672	682,800	.270	85.423	98
100	COLORADO SPRINGS-PUEBLO	236,420	.257	85.929	642,600	.254	85.676	98
	SUBTOTAL	79,089,050			216,919,000			
101	EL PASO	233,090	.253	86.182	771,500	.305	85.981	98
102	FT. WAYNE	231,420	.251	86.433	636,700	.251	86.233	99
103	SAVANNAH	230,630	.251	86.684	661,400	.261	86.494	98
104	LANSING	225,940	.245	86.929	632,200	.250	86.743	99
105	GREENVILLE-N.BERN-WASHNGTN	224,440	.244	87.173	646,000	.255	86.999	98
106	CHARLESTON, SC	222,520	.242	87.415	645,100	.255	87.253	98
107	SIOUX FALLS(MITCHELL)	216,000	.235	87.650	579,000	.229	87.482	98
108	FARGO-VALLEY CITY	212,200	.231	87.880	571,200	.226	87.708	98
109	MONTGOMERY	211,180	.229	88.110	594,200	.235	87.942	98
110	SANTABARBRA-SANMAR-SANLUOB	209,440	.228	88.337	607,500	.240	88.182	96
111	MONTEREY-SALINAS	207,730	.226	88.563	648,200	.256	88.438	96
112	PEORIA-BLOOMINGTON	203,850	.221	88.784	546,300	.216	88.654	99
113	AUGUSTA	201,930	.219	89.004	575,500	.227	88.881	98
114	HARLINGEN-WESLACO-BRNSVLLE	194,040	.211	89.215	732,500	.289	89.171	97
115	TALLAHASSEE-THOMASVILLE	193,510	.210	89.425	541,900	.214	89.385	98
116	EUGENE	191,830	.208	89.633	513,500	.203	89.588	96
117	RENO	188,530	.205	89.838	500,700	.198	89.785	97
118	LAFAYETTE, LA	188,150	.204	90.042	544,000	.215	90.000	99
119	FT. SMITH	185,390	.201	90.244	498,300	.197	90.197	98
120	MACON	183,610	.199	90.443	519,600	.205	90.402	98
121	COLUMBUS, GA	182,060	.198	90.641	513,300	.203	90.605	98
122	TYLER	180,730	.196	90.838	495,700	.196	90.801	98
123	YAKIMA-PASCO-RCHLND-KNNWCK	169,690	.184	91.022	484,100	.191	90.992	97
124	TRAVERSE CITY-CADILLAC	168,010	.183	91.204	447,800	.177	91.169	99
125	DULUTH-SUPERIOR	167,890	.182	91.387	431,500	.170	91.339	98
126	AMARILLO	166,170	.181	91.567	450,200	.178	91.517	99
127	MONROE-EL DORADO	165,150	.179	91.747	474,100	.187	91.704	98
128	CORPUS CHRISTI	164,490	.179	91.926	496,000	.196	91.900	98
129	CHICO-REDDING	163,240	.177	92.103	435,100	.172	92.072	97
130	BAKERSFIELD	163,060	.177	92.280	498,300	.197	92.269	98
131	FLORENCE-MYRTLE BEACH	162,610	.177	92.457	454,100	.179	92.448	98
132	COLUMBUS-TUPELO-WEST POINT	162,230	.176	92.633	451,200	.178	92.626	98
133	WAUSAU-RHINELANDER	161,060	.175	92.808	440,300	.174	92.800	99
134	LA CROSSE-EAU CLAIRE	159,730	.174	92.982	437,900	.173	92.973	99
135	BEAUMONT-PORT ARTHUR	156,670	.170	93.152	427,900	.169	93.142	98
136	WHEELING-STEUBENVILLE	155,730	.169	93.321	405,500	.160	93.303	99
137	ROCKFORD	154,850	.168	93.489	413,400	.163	93.466	99
138	BOISE	154,470	.168	93.657	429,000	.169	93.635	98
139	TOPEKA	152,440	.166	93.823	414,100	.164	93.799	98
140	TERRE HAUTE	149,070	.162	93.985	395,500	.156	93.955	98
141	ERIE	148,830	.162	94.146	405,100	.160	94.115	99
142	WICHITA FALLS & LAWTON	148,640	.161	94.308	410,200	.162	94.277	98
143	SIOUX CITY	147,440	.160	94.468	396,900	.157	94.434	99
144	WILMINGTON	145,420	.158	94.626	390,900	.154	94.588	98
145	ROCHESTR-MASON CITY-AUSTIN	140,640	.153	94.779	365,600	.144	94.733	99

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) - RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1992)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (JAN. 1992)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
146	JOPLIN-PITTSBURG	137,360	.149	94.928	353,600	.140	94.872	98
147	BINGHAMTON	136,080	.148	95.076	364,600	.144	95.016	98
148	MEDFORD-KLAMATH FALLS	134,980	.147	95.223	353,500	.140	95.156	96
149	LUBBOCK	133,280	.145	95.367	378,200	.149	95.305	99
150	COLUMBIA-JEFFERSON CITY	132,010	.143	95.511	361,700	.143	95.448	98
	SUBTOTAL	87,908,510			241,659,600			
151	BLUEFIELD-BECKLEY-OAK HILL	131,980	.143	95.654	351,100	.139	95.587	98
152	ODESSA-MIDLAND	131,100	.142	95.797	380,600	.150	95.737	98
153	MINOT-BISMARCK-DICKINSON	131,010	.142	95.939	356,400	.141	95.878	99
154	BANGOR	124,560	.135	96.074	335,600	.133	96.010	99
155	ALBANY, GA	123,490	.134	96.208	356,000	.141	96.151	98
156	PALM SPRINGS	122,930	.134	96.342	366,500	.145	96.296	98
157	QUINCY-HANNIBAL-KEOKUK	109,340	.119	96.461	289,200	.114	96.410	99
158	ANCHORAGE	107,090	.116	96.577	311,300	.123	96.533	96
159	ABILENE-SWEETWATER	106,900	.116	96.693	290,000	.115	96.648	98
160	BILOXI-GULFPORT	102,330	.111	96.804	291,300	.115	96.763	99
161	UTICA	99,670	.108	96.913	272,900	.108	96.870	99
162	CLARKSBURG-WESTON	99,220	.108	97.021	263,700	.104	96.974	98
163	IDAHO FALLS-POCATELLO	97,570	.106	97.127	305,100	.121	97.095	98
164	DOTHAN	96,980	.105	97.232	266,000	.105	97.200	98
165	SALISBURY	94,490	.103	97.335	252,200	.100	97.300	98
166	ELMIRA	92,960	.101	97.436	255,100	.101	97.400	98
167	GAINESVILLE	88,770	.096	97.532	234,700	.093	97.493	97
168	HATTIESBURG-LAUREL	88,140	.096	97.628	250,700	.099	97.592	98
169	PANAMA CITY	87,680	.095	97.723	232,000	.092	97.684	98
170	ALEXANDRIA, LA	82,940	.090	97.813	249,800	.099	97.792	98
171	BILLINGS	82,640	.090	97.903	221,200	.087	97.870	97
172	RAPID CITY	82,590	.090	97.993	229,400	.091	97.960	98
173	GREENWOOD-GREENVILLE	76,910	.084	98.076	239,000	.094	98.055	97
174	WATERTOWN	73,750	.080	98.156	218,100	.086	98.141	99
175	JONESBORO	73,480	.080	98.236	191,600	.076	98.217	98
176	LAKE CHARLES	72,680	.079	98.315	207,400	.082	98.299	98
177	MISSOULA	71,700	.078	98.393	191,400	.076	98.374	97
178	MARQUETTE	69,690	.076	98.469	188,600	.074	98.449	98
179	YUMA-EL CENTRO	68,990	.075	98.544	224,700	.089	98.537	97
180	ADA-ARDMORE	68,730	.075	98.618	182,300	.072	98.609	98
181	MERIDIAN	64,070	.070	98.688	179,900	.071	98.680	98
182	GREAT FALLS	61,760	.067	98.755	168,400	.067	98.747	97
183	PARKERSBURG	59,400	.065	98.820	155,100	.061	98.808	99
184	ST. JOSEPH	57,730	.063	98.882	153,600	.061	98.869	99
185	JACKSON, TN	56,540	.061	98.944	150,600	.059	98.928	98
186	TUSCALOOSA	55,320	.060	99.004	152,800	.060	98.989	98
187	GRAND JUNCTION-MONTROSE	54,390	.059	99.063	142,400	.056	99.045	97
188	EUREKA	53,090	.058	99.121	145,700	.058	99.103	95
189	MANKATO	51,280	.056	99.176	139,600	.055	99.158	99
190	BOWLING GREEN	50,970	.055	99.232	137,700	.054	99.212	98
191	BUTTE	47,400	.051	99.283	126,800	.050	99.262	97
192	SAN ANGELO	46,780	.051	99.334	131,700	.052	99.314	98
193	HARRISONBURG	45,220	.049	99.383	130,800	.052	99.366	96
194	LAFAYETTE, IN	45,040	.049	99.432	131,900	.052	99.418	98
195	CASPER-RIVERTON	45,000	.049	99.481	121,100	.048	99.466	98
196	CHARLOTTESVILLE	43,290	.047	99.528	121,100	.048	99.514	96
197	ANNISTON	42,720	.046	99.575	116,400	.046	99.560	99
198	CHEYENNE-SCOTTSBLUF-STRLNG	41,860	.045	99.620	110,000	.043	99.603	98
199	OTTUMWA-KIRKSVILLE	41,240	.045	99.665	106,600	.042	99.645	98
200	LIMA	39,070	.042	99.707	110,000	.043	99.689	99
201	LAREDO	37,660	.041	99.748	148,500	.059	99.747	98
202	ZANESVILLE	35,600	.039	99.787	96,500	.038	99.785	99
203	PRESQUE ISLE	30,720	.033	99.820	86,200	.034	99.819	98
204	TWIN FALLS	29,830	.032	99.853	83,300	.033	99.852	98
205	BEND, OR	29,150	.032	99.884	76,800	.030	99.883	97
206	FAIRBANKS	28,710	.031	99.915	87,400	.035	99.917	96
207	VICTORIA	25,580	.028	99.943	74,300	.029	99.946	98
208	HELENA	18,390	.020	99.963	48,000	.019	99.965	97
209	ALPENA	15,930	.017	99.981	40,800	.016	99.982	98
210	NORTH PLATTE	14,000	.015	99.996	36,400	.014	99.996	99
211	GLENDIVE	3,890	.004	100.000	10,400	.004	100.000	97
	TOTAL U.S.*	92,040,450			253,184,300			

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) - ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
662	ABILENE-SWEETWATER	108,700	106,900	159	.116
657	ADA-ARDMORE	70,400	68,730	180	.075
532	ALBANY-SCHENECTADY-TROY	511,100	504,430	52	.548
525	ALBANY, GA	125,900	123,490	155	.134
790	ALBUQUERQUE-SANTA FE	530,100	511,600	50	.556
644	ALEXANDRIA, LA	84,700	82,940	170	.090
583	ALPENA	16,200	15,930	209	.017
634	AMARILLO	168,600	166,170	126	.181
743	ANCHORAGE	112,100	107,090	158	.116
646	ANNISTON	43,200	42,720	197	.046
524	ATLANTA	1,464,800	1,444,390	11	1.569
520	AUGUSTA	205,400	201,930	113	.219
635	AUSTIN	372,800	364,350	68	.396
800	BAKERSFIELD	166,200	163,060	130	.177
512	BALTIMORE	967,900	957,260	22	1.040
537	BANGOR	126,300	124,560	154	.135
716	BATON ROUGE	252,300	248,880	96	.270
692	BEAUMONT-PORT ARTHUR	159,600	156,670	135	.170
821	BEND, OR	30,000	29,150	205	.032
756	BILLINGS	85,000	82,640	171	.090
746	BILOXI-GULFPORT	103,800	102,330	160	.111
502	BINGHAMTON	138,200	136,080	147	.148
630	BIRMINGHAM	518,200	511,180	51	.555
559	BLUEFIELD-BECKLEY-OAK HILL	134,300	131,980	151	.143
757	BOISE	158,100	154,470	138	.168
506	BOSTON	2,138,700	2,109,710	6	2.292
736	BOWLING GREEN	52,100	50,970	190	.055
514	BUFFALO	636,900	629,540	36	.684
523	BURLINGTON-PLATTSBURGH	299,100	293,280	86	.319
754	BUTTE	49,100	47,400	191	.051
767	CASPER-RIVERTON	46,100	45,000	195	.049
637	CEDAR RAPIDS-WATERLOO&DUBQ	308,300	303,950	83	.330
648	CHAMPAIGN&SPRNGFLD-DECATUR	332,400	327,070	77	.355
564	CHARLESTON-HUNTINGTON	469,700	461,200	56	.501
519	CHARLESTON, SC	226,100	222,520	106	.242
517	CHARLOTTE	754,700	744,960	31	.809
584	CHARLOTTESVILLE	45,300	43,290	196	.047
575	CHATTANOOGA	308,800	304,000	82	.330
759	CHEYENNE-SCOTTSBLUF-STRLNG	42,500	41,860	198	.045
602	CHICAGO	3,059,200	3,016,930	3	3.278
868	CHICO-REDDING	167,600	163,240	129	.177
515	CINCINNATI	768,100	759,610	29	.825
598	CLARKSBURG-WESTON	101,100	99,220	162	.108
510	CLEVELAND	1,454,200	1,436,400	12	1.561
752	COLORADO SPRINGS-PUEBLO	240,700	236,420	100	.257
604	COLUMBIA-JEFFERSON CITY	134,600	132,010	150	.143
546	COLUMBIA, SC	293,000	288,630	87	.314
673	COLUMBUS-TUPELO-WEST POINT	165,400	162,230	132	.176
522	COLUMBUS, GA	185,400	182,060	121	.198
535	COLUMBUS, OH	675,500	668,530	34	.726
600	CORPUS CHRISTI	167,900	164,490	128	.179
623	DALLAS-FT. WORTH	1,787,100	1,760,270	8	1.912
682	DAVENPORT-R.ISLAND-MOLINE	301,300	298,040	84	.324
542	DAYTON	503,700	498,350	53	.541
751	DENVER	1,038,400	1,016,460	21	1.104
679	DES MOINES-AMES	358,900	354,600	73	.385
505	DETROIT	1,733,000	1,714,970	9	1.863
606	DOTHAN	98,500	96,980	164	.105
676	DULUTH-SUPERIOR	170,500	167,890	125	.182
765	EL PASO	236,800	233,090	101	.253
565	ELMIRA	94,900	92,960	166	.101
516	ERIE	150,700	148,830	141	.162
801	EUGENE	199,000	191,830	116	.208
802	EUREKA	55,700	53,090	188	.058
649	EVANSVILLE	268,100	264,880	95	.288
745	FAIRBANKS	29,900	28,710	206	.031
724	FARGO-VALLEY CITY	215,700	212,200	108	.231
513	FLINT-SAGINAW-BAY CITY	456,200	451,760	58	.491
570	FLORENCE-MYRTLE BEACH	165,200	162,610	131	.177
866	FRESNO-VISALIA	458,600	449,220	59	.488
571	FT. MYERS-NAPLES	278,600	274,820	92	.299
670	FT. SMITH	189,700	185,390	119	.201
509	FT. WAYNE	234,800	231,420	102	.251
592	GAINESVILLE	91,600	88,770	167	.096
798	GLENDIVE	4,000	3,890	211	.004
773	GRAND JUNCTION-MONTROSE	55,800	54,390	187	.059
563	GRAND RAPIDS-KALMZOO-B.CRK	632,300	624,300	37	.678
755	GREAT FALLS	63,400	61,760	182	.067
658	GREEN BAY-APPLETON	369,900	366,970	67	.399
518	GREENSBORO-H.POINT-W.SALEM	538,200	530,270	48	.576
545	GREENVILLE-N.BERN-WASHNGTN	228,100	224,440	105	.244
567	GREENVILLE-SPART-ASHEVILLE	664,400	653,830	35	.710
647	GREENWOOD-GREENVILLE	79,100	76,910	173	.084
636	HARLINGEN-WESLACO-BRNSVLLE	199,600	194,040	114	.211
566	HARRISBURG-LNCSTR-LTB-YORK	571,900	557,500	45	.606
569	HARRISONBURG	47,100	45,220	193	.049
533	HARTFORD & NEW HAVEN	939,300	928,190	23	1.008
710	HATTIESBURG-LAUREL	90,200	88,140	168	.096
766	HELENA	18,900	18,390	208	.020
744	HONOLULU	366,900	356,760	71	.388
618	HOUSTON	1,473,400	1,445,550	10	1.571
691	HUNTSVILLE-DECATUR, FLOR	287,800	284,060	88	.309
758	IDAHO FALLS-POCATELLO	99,800	97,570	163	.106
527	INDIANAPOLIS	880,100	867,410	26	.942
718	JACKSON, MS	287,900	281,760	89	.306
639	JACKSON, TN	57,900	56,540	185	.061
561	JACKSONVILLE, BRUNSWICK	475,600	468,390	55	.509
574	JOHNSTOWN-ALTOONA	280,600	275,980	91	.300
734	JONESBORO	75,200	73,480	175	.080
603	JOPLIN-PITTSBURG	139,300	137,360	146	.149
616	KANSAS CITY	761,300	749,880	30	.815
557	KNOXVILLE	408,800	401,730	63	.436
702	LA CROSSE-EAU CLAIRE	162,000	159,730	134	.174
582	LAFAYETTE, IN	46,000	45,040	194	.049
642	LAFAYETTE, LA	191,000	188,150	118	.204
643	LAKE CHARLES	74,000	72,680	176	.079
551	LANSING	228,800	225,940	104	.245
749	LAREDO	38,600	37,660	201	.041
839	LAS VEGAS	319,100	314,440	79	.342
541	LEXINGTON	364,000	354,930	72	.386
558	LIMA	39,500	39,070	200	.042
722	LINCOLN & HSTNGS-KRNYPLUS	251,900	248,470	97	.270
693	LITTLE ROCK-PINE BLUFF	462,300	453,470	57	.493
803	LOS ANGELES	4,976,500	4,875,100	2	5.297
529	LOUISVILLE	531,500	524,500	49	.570
651	LUBBOCK	135,300	133,280	149	.145
503	MACON	186,700	183,610	120	.199
669	MADISON	277,900	273,060	93	.297
737	MANKATO	52,000	51,280	189	.056
553	MARQUETTE	71,300	69,690	178	.076
813	MEDFORD-KLAMATH FALLS	139,900	134,980	148	.147
640	MEMPHIS	593,500	583,610	42	.634
711	MERIDIAN	65,700	64,070	181	.070
528	MIAMI-FT. LAUDERDALE	1,294,600	1,275,990	16	1.386
617	MILWAUKEE	772,800	765,130	28	.831
613	MINNEAPOLIS-ST. PAUL	1,366,300	1,348,880	15	1.466
687	MINOT-BISMARCK-DICKINSON	133,000	131,010	153	.142
762	MISSOULA	74,300	71,700	177	.078
686	MOBILE-PENSACOLA	410,900	403,950	62	.439
628	MONROE-EL DORADO	168,200	165,150	127	.179
828	MONTEREY-SALINAS	215,800	207,730	111	.226
698	MONTGOMERY	215,300	211,180	109	.229
659	NASHVILLE	724,500	713,070	33	.775
622	NEW ORLEANS	600,500	591,970	39	.643
501	NEW YORK	6,845,200	6,723,980	1	7.305
544	NORFOLK-PORTSMTH-NEWPT NWS	612,100	603,340	38	.656
740	NORTH PLATTE	14,200	14,000	210	.015
633	ODESSA-MIDLAND	133,500	131,100	152	.142
650	OKLAHOMA CITY	569,100	560,720	44	.609
652	OMAHA	346,700	342,330	76	.372
534	ORLANDO-DAYTONA BCH-MELBRN	935,000	922,390	24	1.002
631	OTTUMWA-KIRKSVILLE	42,100	41,240	199	.045
632	PADUCAH-C.GIRARDEAU-HARRBG	348,500	342,720	75	.372
804	PALM SPRINGS	125,500	122,930	156	.134
656	PANAMA CITY	89,200	87,680	169	.095
597	PARKERSBURG	60,200	59,400	183	.065
675	PEORIA-BLOOMINGTON	206,900	203,850	112	.221
504	PHILADELPHIA	2,666,600	2,634,970	4	2.863
753	PHOENIX	1,067,800	1,043,850	20	1.134
508	PITTSBURGH	1,142,200	1,128,260	17	1.226
500	PORTLAND-AUBURN	349,000	344,210	74	.374
820	PORTLAND, OR	869,400	845,320	27	.918
552	PRESQUE ISLE	31,200	30,720	203	.033
521	PROVIDENCE-NEW BEDFORD	577,900	572,250	43	.622
717	QUINCY-HANNIBAL-KEOKUK	110,900	109,340	157	.119
560	RALEIGH-DURHAM	725,200	714,250	32	.776
764	RAPID CITY	84,400	82,590	172	.090
811	RENO	194,200	188,530	117	.205
556	RICHMOND-PETERSBURG	479,800	472,150	54	.513
573	ROANOKE-LYNCHBURG	384,100	377,150	66	.410

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) - ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
538	ROCHESTER, NY	362,700	358,980	70	.390
611	ROCHESTR-MASON CITY-AUSTIN	142,300	140,640	145	.153
610	ROCKFORD	157,000	154,850	137	.168
862	SACRAMNTO-STKTN-MODESTO	1,075,500	1,054,160	19	1.145
576	SALISBURY	96,300	94,490	165	.103
770	SALT LAKE CITY	599,000	586,960	41	.638
661	SAN ANGELO	47,800	46,780	192	.051
641	SAN ANTONIO	602,500	589,700	40	.641
825	SAN DIEGO	935,400	914,350	25	.993
807	SAN FRANCISCO-OAK-SAN JOSE	2,282,300	2,215,470	5	2.407
855	SANTABARBRA-SANMAR-SANLUOB	217,100	209,440	110	.228
507	SAVANNAH	235,100	230,630	103	.251
819	SEATTLE-TACOMA	1,410,700	1,369,620	13	1.488
612	SHREVEPORT	369,900	362,850	69	.394
624	SIOUX CITY	149,100	147,440	143	.160
725	SIOUX FALLS(MITCHELL)	219,400	216,000	107	.235
588	SOUTH BEND-ELKHART	299,400	294,660	85	.320
881	SPOKANE	329,700	319,170	78	.347
543	SPRINGFIELD-HOLYOKE	251,800	247,340	99	.269
619	SPRINGFIELD, MO	320,900	313,400	80	.341
638	ST. JOSEPH	58,400	57,730	184	.063
609	ST. LOUIS	1,109,500	1,093,750	18	1.188
555	SYRACUSE	385,100	378,620	65	.411
530	TALLAHASSEE-THOMASVILLE	198,100	193,510	115	.210
539	TAMPA-ST. PETE,SARASOTA	1,383,800	1,365,800	14	1.484
581	TERRE HAUTE	151,500	149,070	140	.162
547	TOLEDO	405,400	401,030	64	.436
605	TOPEKA	155,100	152,440	139	.166
540	TRAVERSE CITY-CADILLAC	170,500	168,010	124	.183
531	TRI-CITIES, TN-VA	285,700	280,240	90	.304
789	TUCSON(NOGALES)	317,300	309,810	81	.337
671	TULSA	447,800	439,830	60	.478
630	TUSCALOOSA	56,300	55,320	186	.060
760	TWIN FALLS	30,500	29,830	204	.032
709	TYLER	184,300	180,730	122	.196
526	UTICA	101,000	99,670	161	.108
626	VICTORIA	26,200	25,580	207	.028
625	WACO-TEMPLE	252,800	248,210	98	.270
511	WASHINGTON, DC	1,846,500	1,819,900	7	1.977
549	WATERTOWN	74,600	73,750	174	.080
705	WAUSAU-RHINELANDER	163,000	161,060	133	.175
548	WEST PALM BEACH-FT. PIERCE	552,400	543,620	46	.591
554	WHEELING-STEUBENVILLE	157,500	155,730	136	.169
627	WICHITA FALLS & LAWTON	151,100	148,640	142	.161
678	WICHITA-HUTCHINSON PLUS	424,600	417,500	61	.454
577	WILKES BARRE-SCRANTON	550,400	542,120	47	.589
550	WILMINGTON	148,100	145,420	144	.158
810	YAKIMA-PASCO-RCHLND-KNNWCK	174,400	169,690	123	.184
536	YOUNGSTOWN	272,100	269,230	94	.293
771	YUMA-EL CENTRO	71,300	68,990	179	.075
596	ZANESVILLE	36,100	35,600	202	.039

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ALABAMA					
AUTAUGA	MB	MONTGOMERY	12,100	11,930	99
BALDWIN	MB	MOBILE-PENSACOLA	38,300	37,500	98
BARBOUR	D	COLUMBUS, GA	9,300	9,090	98
BIBB	D	BIRMINGHAM	5,800	5,690	98
BLOUNT	MB	BIRMINGHAM	14,800	14,600	99
BULLOCK	D	MONTGOMERY	3,900	3,740	96
BUTLER	D	MONTGOMERY	7,900	7,710	98
CALHOUN	C	ANNISTON	43,200	42,720	99
CHAMBERS	D	COLUMBUS, GA	13,800	13,650	99
CHEROKEE	D	BIRMINGHAM	7,600	7,360	97
CHILTON	D	BIRMINGHAM	12,300	12,090	98
CHOCTAW	MD	MERIDIAN	5,700	5,500	96
CLARKE	D	MOBILE-PENSACOLA	9,500	9,280	98
CLAY	D	BIRMINGHAM	5,000	4,890	98
CLEBURNE	D	ATLANTA	4,800	4,700	98
COFFEE	D	DOTHAN	15,300	15,000	98
COLBERT	C	HUNTSVILLE-DECATUR, FLOR	20,000	19,660	98
CONECUH	D	MONTGOMERY	5,200	5,060	97
COOSA	D	BIRMINGHAM	4,000	3,910	98
COVINGTON	D	MONTGOMERY	14,500	14,240	98
CRENSHAW	D	MONTGOMERY	5,300	5,210	98
CULLMAN	C	BIRMINGHAM	25,900	25,620	99
DALE	MC	DOTHAN	17,800	17,550	99
DALLAS	D	MONTGOMERY	16,700	16,340	98
DE KALB	C	HUNTSVILLE-DECATUR, FLOR	21,200	20,780	98
ELMORE	MB	MONTGOMERY	17,100	16,870	99
ESCAMBIA	D	MOBILE-PENSACOLA	12,800	12,580	98
ETOWAH	C	BIRMINGHAM	38,700	38,200	99
FAYETTE	D	BIRMINGHAM	6,800	6,680	98
FRANKLIN	D	HUNTSVILLE-DECATUR, FLOR	10,800	10,630	98
GENEVA	D	DOTHAN	9,200	9,070	99
GREENE	D	BIRMINGHAM	3,500	3,300	94
HALE	D	BIRMINGHAM	5,500	5,260	96
HENRY	D	DOTHAN	5,800	5,720	99
HOUSTON	MC	DOTHAN	31,500	31,130	99
JACKSON	D	CHATTANOOGA	18,000	17,630	98
JEFFERSON	MB	BIRMINGHAM	252,300	249,370	99
LAMAR	D	COLUMBUS-TUPELO-WEST POINT	5,900	5,760	98
LAUDERDALE	C	HUNTSVILLE-DECATUR, FLOR	31,000	30,570	99
LAWRENCE	C	HUNTSVILLE-DECATUR, FLOR	11,500	11,260	98
LEE	C	COLUMBUS, GA	33,500	32,720	98
LIMESTONE	MD	HUNTSVILLE-DECATUR, FLOR	20,400	20,180	99
LOWNDES	D	MONTGOMERY	4,100	3,970	97
MACON	D	MONTGOMERY	8,500	8,320	98
MADISON	MB	HUNTSVILLE-DECATUR, FLOR	94,800	93,880	99
MARENGO	D	MONTGOMERY	8,100	7,850	97
MARION	D	BIRMINGHAM	11,500	11,300	98
MARSHALL	C	HUNTSVILLE-DECATUR, FLOR	28,300	27,950	99
MOBILE	MB	MOBILE-PENSACOLA	138,200	136,110	98
MONROE	D	MOBILE-PENSACOLA	8,600	8,360	97
MONTGOMERY	MB	MONTGOMERY	78,300	77,200	99
MORGAN	MC	HUNTSVILLE-DECATUR, FLOR	38,800	38,340	99
PERRY	D	MONTGOMERY	4,100	3,920	96
PICKENS	D	BIRMINGHAM	7,500	7,360	98
PIKE	D	MONTGOMERY	10,400	10,150	98
RANDOLPH	D	ATLANTA	7,600	7,500	99
RUSSELL	MB	COLUMBUS, GA	17,600	17,230	98
SAINT CLAIR	MB	BIRMINGHAM	18,300	18,090	99
SHELBY	MB	BIRMINGHAM	38,000	37,620	99
SUMTER	MD	MERIDIAN	5,500	5,330	97
TALLADEGA	C	BIRMINGHAM	26,500	26,060	98
TALLAPOOSA	D	MONTGOMERY	14,800	14,550	98
TUSCALOOSA	C	TUSCALOOSA	56,300	55,320	98
WALKER	MB	BIRMINGHAM	25,700	25,370	99
WASHINGTON	D	MOBILE-PENSACOLA	5,700	5,540	97
WILCOX	D	MONTGOMERY	4,300	4,120	96
WINSTON	D	BIRMINGHAM	8,500	8,410	99
		STATE TOTAL	1,524,200	1,500,600	
ALASKA#					
ANCHORAGE	MC	ANCHORAGE	83,400	80,930	97
FAIRBNKS-PLUS	C	FAIRBANKS	29,900	28,710	96
KENAI-PENSLA	D	ANCHORAGE	14,700	13,350	91
MATANKA-SUSTN	D	ANCHORAGE	14,000	12,810	92
		STATE TOTAL	142,000	135,800	

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARIZONA					
COCHISE	C	TUCSON(NOGALES)	35,600	34,510	97
COCONINO	C	PHOENIX	31,400	29,180	93
GILA	D	PHOENIX	15,900	15,310	96
GRAHAM	D	PHOENIX	8,200	7,810	95
GREENLEE	D	PHOENIX	2,700	2,490	92
LA PAZ	D	PHOENIX	5,400	5,250	97
MARICOPA	MA	PHOENIX	849,500	835,910	98
MOHAVE	C	PHOENIX	39,100	38,020	97
NAVAJO	C	PHOENIX	22,700	20,410	90
PIMA	MB	TUCSON(NOGALES)	272,400	266,330	98
PINAL	C	PHOENIX	40,800	39,730	97
SANTA CRUZ	D	TUCSON(NOGALES)	9,300	8,070	96
YAVAPAI	C	PHOENIX	47,500	45,890	97
YUMA	C	YUMA-EL CENTRO	37,300	36,140	97
APACHE-N	D	ALBUQUERQUE-SANTA FE	12,000	10,040	84
APACHE-S	D	PHOENIX	4,600	3,850	84
		STATE TOTAL	1,434,400	1,399,840	
ARKANSAS					
ARKANSAS	D	LITTLE ROCK-PINE BLUFF	8,300	8,120	98
ASHLEY	D	MONROE-EL DORADO	8,800	8,620	98
BAXTER	D	SPRINGFIELD, MO	13,800	13,470	98
BENTON	C	FT. SMITH	39,200	38,230	98
BOONE	D	SPRINGFIELD, MO	11,300	10,990	97
BRADLEY	D	LITTLE ROCK-PINE BLUFF	4,500	4,400	98
CALHOUN	D	LITTLE ROCK-PINE BLUFF	2,200	2,150	98
CARROLL	D	SPRINGFIELD, MO	7,700	7,450	97
CHICOT	D	GREENWOOD-GREENVILLE	5,400	5,230	97
CLARK	D	LITTLE ROCK-PINE BLUFF	7,700	7,520	98
CLAY	D	JONESBORO	7,400	7,240	98
CLEBURNE	D	LITTLE ROCK-PINE BLUFF	8,100	7,940	98
CLEVELAND	D	LITTLE ROCK-PINE BLUFF	2,900	2,850	98
COLUMBIA	D	SHREVEPORT	9,600	9,370	98
CONWAY	D	LITTLE ROCK-PINE BLUFF	7,100	7,000	99
CRAIGHEAD	MC	JONESBORO	26,800	26,380	98
CRAWFORD	MC	FT. SMITH	15,700	15,360	98
CRITTENDEN	MB	MEMPHIS	17,300	16,910	98
CROSS	D	MEMPHIS	6,700	6,560	98
DALLAS	D	LITTLE ROCK-PINE BLUFF	3,600	3,560	99
DESHA	D	LITTLE ROCK-PINE BLUFF	5,800	5,680	98
DREW	D	LITTLE ROCK-PINE BLUFF	6,300	6,140	97
FAULKNER	MB	LITTLE ROCK-PINE BLUFF	22,300	22,000	99
FRANKLIN	D	FT. SMITH	5,600	5,430	97
FULTON	D	SPRINGFIELD, MO	4,000	3,830	96
GARLAND	C	LITTLE ROCK-PINE BLUFF	31,200	30,490	98
GRANT	D	LITTLE ROCK-PINE BLUFF	5,200	5,070	98
GREENE	MD	JONESBORO	12,400	12,250	99
HEMPSTEAD	D	SHREVEPORT	8,100	7,940	98
HOT SPRING	D	LITTLE ROCK-PINE BLUFF	10,100	9,860	98
HOWARD	D	SHREVEPORT	4,900	4,780	98
INDEPENDENCE	D	LITTLE ROCK-PINE BLUFF	11,900	11,560	97
IZARD	D	JONESBORO	4,700	4,580	97
JACKSON	D	LITTLE ROCK-PINE BLUFF	7,200	7,060	98
JEFFERSON	MC	LITTLE ROCK-PINE BLUFF	30,000	29,480	98
JOHNSON	D	LITTLE ROCK-PINE BLUFF	7,100	6,880	97
LAFAYETTE	D	SHREVEPORT	3,500	3,410	97
LAWRENCE	D	JONESBORO	6,800	6,570	97
LEE	D	MEMPHIS	4,500	4,350	97
LINCOLN	D	LITTLE ROCK-PINE BLUFF	3,800	3,730	98
LITTLE RIVER	MD	SHREVEPORT	5,200	5,060	97
LOGAN	D	FT. SMITH	7,700	7,560	98
LONOKE	MB	LITTLE ROCK-PINE BLUFF	14,200	13,940	98
MADISON	D	FT. SMITH	4,400	4,210	96
MARION	D	SPRINGFIELD, MO	5,100	5,030	99
MILLER	MC	SHREVEPORT	14,300	14,020	98
MISSISSIPPI	C	MEMPHIS	20,300	19,920	98
MONROE	D	LITTLE ROCK-PINE BLUFF	4,200	4,030	96
MONTGOMERY	D	LITTLE ROCK-PINE BLUFF	3,100	3,050	98
NEVADA	D	LITTLE ROCK-PINE BLUFF	3,700	3,610	98
NEWTON	D	SPRINGFIELD, MO	2,800	2,620	94
OUACHITA	D	LITTLE ROCK-PINE BLUFF	11,700	11,460	98
PERRY	D	LITTLE ROCK-PINE BLUFF	3,100	3,010	97
PHILLIPS	D	MEMPHIS	9,900	9,580	97
PIKE	D	LITTLE ROCK-PINE BLUFF	3,900	3,800	97
POINSETT	D	MEMPHIS	9,300	9,120	98
POLK	D	LITTLE ROCK-PINE BLUFF	6,900	6,600	96
POPE	D	LITTLE ROCK-PINE BLUFF	17,300	16,920	98

M Metro county of DMA market
NM Metro county of non-DMA market
ANCHORAGE AND FAIRBANKS DMA COUNTIES ONLY

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARKANSAS (CONT'D)					
PRAIRIE	D	LITTLE ROCK-PINE BLUFF	3,600	3,540	98
PULASKI	MB	LITTLE ROCK-PINE BLUFF	138,000	135,940	99
RANDOLPH	D	JONESBORO	6,500	6,310	97
ST FRANCIS	D	MEMPHIS	9,800	9,550	97
SALINE	MB	LITTLE ROCK-PINE BLUFF	23,800	23,550	99
SCOTT	D	FT. SMITH	4,000	3,920	98
SEARCY	D	LITTLE ROCK-PINE BLUFF	3,000	2,860	95
SEBASTIAN	MC	FT. SMITH	39,800	39,200	98
SEVIER	D	SHREVEPORT	5,100	4,920	96
SHARP	D	JONESBORO	5,800	5,590	96
STONE	D	LITTLE ROCK-PINE BLUFF	4,000	3,860	97
UNION	MD	MONROE-EL DORADO	17,800	17,560	99
VAN BUREN	D	LITTLE ROCK-PINE BLUFF	5,800	5,680	98
WASHINGTON	C	FT. SMITH	44,400	43,560	98
WHITE	D	LITTLE ROCK-PINE BLUFF	20,100	19,790	98
WOODRUFF	D	LITTLE ROCK-PINE BLUFF	3,600	3,490	97
YELL	D	LITTLE ROCK-PINE BLUFF	7,000	6,850	98
		STATE TOTAL	898,700	880,150	
CALIFORNIA					
ALAMEDA	MA	SAN FRANCISCO-OAK-SAN JOSE	488,100	474,340	97
ALPINE	D	RENO	500	440	88
AMADOR	D	SACRAMNTO-STKTN-MODESTO	11,700	11,410	98
BUTTE	MC	CHICO-REDDING	74,300	72,180	97
CALAVERAS	D	SACRAMNTO-STKTN-MODESTO	13,500	13,140	97
COLUSA	D	SACRAMNTO-STKTN-MODESTO	5,800	5,680	98
CONTRA COSTA	MA	SAN FRANCISCO-OAK-SAN JOSE	313,000	307,760	98
DEL NORTE	D	EUREKA	8,300	7,980	96
EL DORADO-E	B	RENO	18,000	17,440	97
EL DORADO-W	MB	SACRAMNTO-STKTN-MODESTO	31,900	31,150	98
FRESNO	MB	FRESNO-VISALIA	231,500	226,960	98
GLENN	MD	CHICO-REDDING	9,000	8,860	98
HUMBOLDT	MC	EUREKA	47,400	45,110	95
IMPERIAL	C	YUMA-EL CENTRO	34,000	32,850	97
INYO	D	LOS ANGELES	7,600	7,270	96
KERN-E	B	LOS ANGELES	26,000	25,430	98
KERN-W	B	BAKERSFIELD	166,200	163,060	98
KINGS	C	FRESNO-VISALIA	30,800	30,280	98
LAKE	C	SAN FRANCISCO-OAK-SAN JOSE	21,800	21,110	97
LASSEN	D	RENO	9,100	8,690	95
LOS ANGELES	MA	LOS ANGELES	3,042,400	2,977,290	98
MADERA	C	FRESNO-VISALIA	30,700	30,120	98
MARIN	MA	SAN FRANCISCO-OAK-SAN JOSE	95,900	91,510	95
MARIPOSA	D	FRESNO-VISALIA	5,900	5,380	91
MENDOCINO	C	SAN FRANCISCO-OAK-SAN JOSE	31,200	28,600	92
MERCED	C	FRESNO-VISALIA	57,500	56,120	98
MODOC	D	MEDFORD-KLAMATH FALLS	3,700	3,400	92
MONO	D	RENO	4,100	3,950	96
MONTEREY	MB	MONTEREY-SALINAS	117,900	114,450	97
NAPA	A	SAN FRANCISCO-OAK-SAN JOSE	42,700	41,770	98
NEVADA	C	SACRAMNTO-STKTN-MODESTO	32,600	31,650	97
ORANGE	MA	LOS ANGELES	852,100	839,920	99
PLACER	MB	SACRAMNTO-STKTN-MODESTO	68,900	67,570	98
PLUMAS	D	SACRAMNTO-STKTN-MODESTO	8,400	8,000	95
RIVERSIDE-E	MA	PALM SPRINGS	125,500	122,930	98
RIVERSIDE-W	A	LOS ANGELES	320,100	312,420	98
SACRAMENTO	MB	SACRAMNTO-STKTN-MODESTO	417,700	410,010	98
SAN BENITO	D	MONTEREY-SALINAS	12,000	11,650	97
SAN BERNARDNO	A	LOS ANGELES	503,800	492,060	98
SAN DIEGO	MA	SAN DIEGO	935,400	914,350	98
SAN FRANCISCO	MA	SAN FRANCISCO-OAK-SAN JOSE	304,100	287,470	95
SAN JOAQUIN	MB	SACRAMNTO-STKTN-MODESTO	164,300	161,080	98
SAN LUIS OBPO	C	SANTABARBRA-SANMAR-SANLUOB	84,900	82,630	97
SAN MATEO	MA	SAN FRANCISCO-OAK-SAN JOSE	246,500	242,310	98
SANTA BARBARA	B	SANTABARBRA-SANMAR-SANLUOB	132,200	126,810	96
SANTA CLARA	A	SAN FRANCISCO-OAK-SAN JOSE	528,800	517,060	98
SANTA CRUZ	MA	MONTEREY-SALINAS	85,900	81,630	95
SHASTA	MC	CHICO-REDDING	59,600	58,200	98
SIERRA	D	SACRAMNTO-STKTN-MODESTO	1,400	1,370	98
SISKIYOU	D	MEDFORD-KLAMATH FALLS	17,700	16,580	94
SOLANO-E	A	SACRAMNTO-STKTN-MODESTO	68,900	67,950	99
SOLANO-W	A	SAN FRANCISCO-OAK-SAN JOSE	53,500	52,900	99
SONOMA	A	SAN FRANCISCO-OAK-SAN JOSE	156,700	150,640	96
STANISLAUS	MB	SACRAMNTO-STKTN-MODESTO	134,300	131,480	98
SUTTER	C	SACRAMNTO-STKTN-MODESTO	23,900	23,470	98
TEHAMA	MD	CHICO-REDDING	19,400	19,050	98
TRINITY	D	CHICO-REDDING	5,300	4,950	93

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
CALIFORNIA (CONT'D)					
TULARE	B	FRESNO-VISALIA	102,200	100,360	98
TUOLUMNE	D	SACRAMNTO-STKTN-MODESTO	19,100	18,780	98
VENTURA	A	LOS ANGELES	224,500	220,710	98
YOLO	MB	SACRAMNTO-STKTN-MODESTO	52,800	51,660	98
YUBA	C	SACRAMNTO-STKTN-MODESTO	20,300	19,760	97
		STATE TOTAL	10,763,300	10,511,140	
COLORADO					
ADAMS	MB	DENVER	97,700	96,670	99
ALAMOSA	D	DENVER	4,800	4,580	95
ARAPAHOE	MB	DENVER	160,100	158,690	99
ARCHULETA	D	ALBUQUERQUE-SANTA FE	2,100	1,890	90
BACA	D	COLORADO SPRINGS-PUEBLO	1,900	1,760	93
BENT	D	COLORADO SPRINGS-PUEBLO	1,800	1,770	98
BOULDER	MB	DENVER	90,600	86,700	96
CHAFFEE	D	DENVER	4,800	4,600	96
CHEYENNE	D	COLORADO SPRINGS-PUEBLO	900	870	97
CLEAR CREEK	D	DENVER	3,200	3,100	97
CONEJOS	D	ALBUQUERQUE-SANTA FE	2,500	2,450	98
COSTILLA	D	ALBUQUERQUE-SANTA FE	1,200	1,130	94
CROWLEY	D	COLORADO SPRINGS-PUEBLO	1,200	1,180	98
CUSTER	D	COLORADO SPRINGS-PUEBLO	800	780	98
DELTA	D	GRAND JUNCTION-MONTROSE	8,200	7,990	97
DENVER	MB	DENVER	209,100	204,230	98
DOLORES	D	SALT LAKE CITY	600	520	87
DOUGLAS	MB	DENVER	22,700	22,380	99
EAGLE	D	DENVER	8,700	8,080	93
ELBERT	D	DENVER	3,600	3,510	98
EL PASO	MB	COLORADO SPRINGS-PUEBLO	154,000	151,210	98
FREMONT	D	COLORADO SPRINGS-PUEBLO	12,000	11,700	98
GARFIELD	D	DENVER	11,800	11,530	98
GILPIN	MD	DENVER	1,300	1,280	98
GRAND	D	DENVER	3,200	2,960	93
GUNNISON	D	DENVER	3,800	3,600	95
HINSDALE	D	DENVER	200	200	100
HUERFANO	D	COLORADO SPRINGS-PUEBLO	2,400	2,370	99
JACKSON	D	DENVER	600	590	98
JEFFERSON	MB	DENVER	170,600	168,080	99
KIOWA	D	COLORADO SPRINGS-PUEBLO	700	650	93
KIT CARSON	D	DENVER	2,700	2,630	97
LAKE	D	DENVER	2,200	2,120	96
LA PLATA	D	ALBUQUERQUE-SANTA FE	12,200	11,460	94
LARIMER	C	DENVER	74,500	72,850	98
LAS ANIMAS	D	COLORADO SPRINGS-PUEBLO	5,300	5,160	97
LINCOLN	D	DENVER	1,800	1,780	99
LOGAN	D	DENVER	6,800	6,700	99
MESA	MC	GRAND JUNCTION-MONTROSE	37,100	36,230	98
MINERAL	D	DENVER	200	190	95
MOFFAT	D	DENVER	4,100	3,990	97
MONTEZUMA	D	ALBUQUERQUE-SANTA FE	6,800	6,570	97
MONTROSE	D	GRAND JUNCTION-MONTROSE	9,500	9,260	97
MORGAN	D	DENVER	8,200	8,130	99
OTERO	D	COLORADO SPRINGS-PUEBLO	7,500	7,410	99
OURAY	D	GRAND JUNCTION-MONTROSE	1,000	910	91
PARK	D	DENVER	2,900	2,840	98
PHILLIPS	D	DENVER	1,700	1,670	98
PITKIN	D	DENVER	6,100	5,650	93
PROWERS	D	DENVER	4,900	4,750	97
PUEBLO	MC	COLORADO SPRINGS-PUEBLO	47,200	46,670	99
RIO BLANCO	D	DENVER	2,100	2,010	96
RIO GRANDE	D	ALBUQUERQUE-SANTA FE	4,000	3,930	98
ROUTT	D	DENVER	5,500	5,240	95
SAGUACHE	D	ALBUQUERQUE-SANTA FE	1,700	1,620	95
SAN JUAN	D	DENVER	300	290	97
SAN MIGUEL	D	DENVER	1,500	1,330	89
SEDGWICK	D	DENVER	1,100	1,090	99
SUMMIT	D	DENVER	5,400	5,010	93
TELLER	MD	COLORADO SPRINGS-PUEBLO	5,000	4,890	98
WASHINGTON	D	DENVER	1,900	1,820	96
WELD	C	DENVER	48,000	47,290	99
YUMA	D	DENVER	3,500	3,450	99
		STATE TOTAL	1,309,800	1,281,990	
CONNECTICUT					
FAIRFIELD	A	NEW YORK	304,800	301,660	99
HARTFORD	MB	HARTFORD & NEW HAVEN	328,900	325,550	99
LITCHFIELD	C	HARTFORD & NEW HAVEN	67,700	66,770	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
CONNECTICUT (CONT'D)				
MIDDLESEX	B HARTFORD & NEW HAVEN	56,000	55,090	98
NEW HAVEN	MB HARTFORD & NEW HAVEN	308,400	305,070	99
NEW LONDON	B HARTFORD & NEW HAVEN	94,500	93,090	99
TOLLAND	B HARTFORD & NEW HAVEN	45,500	44,930	99
WINDHAM	C HARTFORD & NEW HAVEN	38,300	37,690	98
	STATE TOTAL	1,244,100	1,229,850	
DELAWARE				
KENT	C PHILADELPHIA	40,600	40,070	99
NEW CASTLE	A PHILADELPHIA	168,100	166,620	99
SUSSEX	C SALISBURY	45,100	44,140	98
	STATE TOTAL	253,800	250,830	
DIST. OF COL.				
DIS OF COL	MA WASHINGTON, DC	247,500	241,460	98
	STATE TOTAL	247,500	241,460	
FLORIDA				
ALACHUA	MC GAINESVILLE	73,700	71,490	97
BAKER	D JACKSONVILLE, BRUNSWICK	5,800	5,750	99
BAY	MC PANAMA CITY	51,000	50,410	99
BRADFORD	C JACKSONVILLE, BRUNSWICK	7,400	7,250	98
BREVARD	MB ORLANDO-DAYTONA BCH-MELBRN	170,600	168,590	99
BROWARD	A MIAMI-FT. LAUDERDALE	550,200	544,810	99
CALHOUN	D PANAMA CITY	3,900	3,810	98
CHARLOTTE	C FT. MYERS-NAPLES	51,800	51,340	99
CITRUS	C TAMPA-ST. PETE,SARASOTA	43,400	42,560	98
CLAY	MB JACKSONVILLE, BRUNSWICK	38,900	38,460	99
COLLIER	C FT. MYERS-NAPLES	66,000	64,580	98
COLUMBIA	D JACKSONVILLE, BRUNSWICK	16,000	15,620	98
DADE	MA MIAMI-FT. LAUDERDALE	709,600	697,470	98
DE SOTO	D TAMPA-ST. PETE,SARASOTA	8,500	8,380	99
DIXIE	MD GAINESVILLE	4,100	3,890	95
DUVAL	MB JACKSONVILLE, BRUNSWICK	269,300	265,610	99
ESCAMBIA	MB MOBILE-PENSACOLA	101,200	99,450	98
FLAGLER	D ORLANDO-DAYTONA BCH-MELBRN	13,000	12,680	98
FRANKLIN	D PANAMA CITY	3,700	3,570	96
GADSDEN	MB TALLAHASSEE-THOMASVILLE	13,600	13,320	98
GILCHRIST	MD GAINESVILLE	3,400	3,310	97
GLADES	D FT. MYERS-NAPLES	3,000	2,880	96
GULF	D PANAMA CITY	4,500	4,400	98
HAMILTON	D TALLAHASSEE-THOMASVILLE	3,600	3,490	97
HARDEE	D TAMPA-ST. PETE,SARASOTA	6,400	6,300	98
HENDRY	D FT. MYERS-NAPLES	8,800	8,640	98
HERNANDO	MA TAMPA-ST. PETE,SARASOTA	45,900	45,170	98
HIGHLANDS	C TAMPA-ST. PETE,SARASOTA	31,200	30,710	98
HILLSBOROUGH	MA TAMPA-ST. PETE,SARASOTA	341,900	337,460	99
HOLMES	D PANAMA CITY	5,900	5,790	98
INDIAN RIVER	C WEST PALM BEACH-FT. PIERCE	40,100	39,380	98
JACKSON	D DOTHAN	14,700	14,390	98
JEFFERSON	D TALLAHASSEE-THOMASVILLE	4,100	4,030	98
LAFAYETTE	D TALLAHASSEE-THOMASVILLE	1,800	1,720	96
LAKE	C ORLANDO-DAYTONA BCH-MELBRN	67,000	66,000	99
LEE	B FT. MYERS-NAPLES	149,000	147,380	99
LEON	MB TALLAHASSEE-THOMASVILLE	78,000	75,930	97
LEVY	MD GAINESVILLE	10,400	10,080	97
LIBERTY	D PANAMA CITY	1,800	1,740	97
MADISON	D TALLAHASSEE-THOMASVILLE	5,600	5,450	97
MANATEE	B TAMPA-ST. PETE,SARASOTA	94,700	93,600	99
MARION	C ORLANDO-DAYTONA BCH-MELBRN	83,100	81,590	98
MARTIN	MB WEST PALM BEACH-FT. PIERCE	45,800	45,080	98
MONROE	C MIAMI-FT. LAUDERDALE	34,800	33,710	97
NASSAU	MB JACKSONVILLE, BRUNSWICK	17,100	16,770	98
OKALOOSA	C MOBILE-PENSACOLA	56,100	55,380	99
OKEECHOBEE	D WEST PALM BEACH-FT. PIERCE	10,700	10,440	98
ORANGE	MB ORLANDO-DAYTONA BCH-MELBRN	270,800	267,040	99
OSCEOLA	MB ORLANDO-DAYTONA BCH-MELBRN	42,000	41,560	99
PALM BEACH	MB WEST PALM BEACH-FT. PIERCE	393,800	387,740	98
PASCO	MA TAMPA-ST. PETE,SARASOTA	127,800	126,330	99
PINELLAS	MA TAMPA-ST. PETE,SARASOTA	392,100	387,550	99
POLK	B TAMPA-ST. PETE,SARASOTA	161,600	159,220	99
PUTNAM	C JACKSONVILLE, BRUNSWICK	25,900	25,260	98
ST JOHNS	MB JACKSONVILLE, BRUNSWICK	35,700	35,270	99
ST LUCIE	MB WEST PALM BEACH-FT. PIERCE	62,000	60,980	98

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
FLORIDA (CONT'D)				
SANTA ROSA	MB MOBILE-PENSACOLA	31,400	30,930	99
SARASOTA	B TAMPA-ST. PETE,SARASOTA	130,300	128,520	99
SEMINOLE	MB ORLANDO-DAYTONA BCH-MELBRN	114,400	113,060	99
SUMTER	D ORLANDO-DAYTONA BCH-MELBRN	12,600	12,370	98
SUWANNEE	D TALLAHASSEE-THOMASVILLE	10,300	9,940	97
TAYLOR	D TALLAHASSEE-THOMASVILLE	6,500	6,320	97
UNION	D JACKSONVILLE, BRUNSWICK	2,600	2,480	95
VOLUSIA	MB ORLANDO-DAYTONA BCH-MELBRN	161,500	159,500	99
WAKULLA	MD TALLAHASSEE-THOMASVILLE	5,400	5,260	97
WALTON	D PANAMA CITY	11,800	11,490	97
WASHINGTON	D PANAMA CITY	6,600	6,470	98
	STATE TOTAL	5,376,200	5,297,130	
GEORGIA				
APPLING	D SAVANNAH	5,900	5,740	97
ATKINSON	D ALBANY, GA	2,200	2,130	97
BACON	D SAVANNAH	3,500	3,420	98
BAKER	D ALBANY, GA	1,300	1,260	97
BALDWIN	D MACON	12,400	12,210	98
BANKS	D ATLANTA	3,900	3,840	98
BARROW	MA ATLANTA	11,200	11,120	99
BARTOW	C ATLANTA	21,100	20,860	99
BEN HILL	D ALBANY, GA	6,000	5,810	97
BERRIEN	D ALBANY, GA	5,300	5,180	98
BIBB	MB MACON	57,600	56,840	99
BLECKLEY	D MACON	3,800	3,760	99
BRANTLEY	D JACKSONVILLE, BRUNSWICK	4,000	3,850	96
BROOKS	D TALLAHASSEE-THOMASVILLE	5,400	5,340	99
BRYAN	D SAVANNAH	5,500	5,410	98
BULLOCH	D SAVANNAH	15,300	14,990	98
BURKE	D AUGUSTA	7,100	6,890	97
BUTTS	MA ATLANTA	4,900	4,830	99
CALHOUN	D ALBANY, GA	1,700	1,640	96
CAMDEN	D JACKSONVILLE, BRUNSWICK	10,300	10,200	99
CANDLER	D SAVANNAH	2,900	2,840	98
CARROLL	C ATLANTA	26,500	26,120	99
CATOOSA	MB CHATTANOOGA	16,200	16,060	99
CHARLTON	D JACKSONVILLE, BRUNSWICK	3,000	2,950	98
CHATHAM	MB SAVANNAH	82,500	81,350	99
CHATTAHOOCHEE	MB COLUMBUS, GA	2,700	2,690	100
CHATTOOGA	D ATLANTA	8,500	8,310	98
CHEROKEE	MA ATLANTA	34,400	34,030	99
CLARKE	C ATLANTA	33,800	33,020	98
CLAY	D COLUMBUS, GA	1,200	1,180	98
CLAYTON	MA ATLANTA	67,500	67,120	99
CLINCH	D JACKSONVILLE, BRUNSWICK	2,100	2,060	98
COBB	MA ATLANTA	184,800	182,920	99
COFFEE	D ALBANY, GA	10,700	10,440	98
COLQUITT	MD ALBANY, GA	13,100	12,880	98
COLUMBIA	MB AUGUSTA	23,300	23,090	99
COOK	D ALBANY, GA	4,800	4,690	98
COWETA	MA ATLANTA	19,900	19,520	98
CRAWFORD	D MACON	3,100	3,020	97
CRISP	D ALBANY, GA	7,300	7,180	98
DADE	MB CHATTANOOGA	4,700	4,640	99
DAWSON	D ATLANTA	3,600	3,530	98
DECATUR	D TALLAHASSEE-THOMASVILLE	9,000	8,870	99
DE KALB	MA ATLANTA	217,200	214,990	99
DODGE	D MACON	6,400	6,300	98
DOOLY	D MACON	3,500	3,420	98
DOUGHERTY	MC ALBANY, GA	33,900	33,420	99
DOUGLAS	MA ATLANTA	25,500	25,240	99
EARLY	D DOTHAN	4,200	4,120	98
ECHOLS	D TALLAHASSEE-THOMASVILLE	800	780	98
EFFINGHAM	MB SAVANNAH	9,200	9,000	98
ELBERT	D GREENVILLE-SPART-ASHEVILLE	7,200	7,070	98
EMANUEL	D AUGUSTA	7,500	7,290	97
EVANS	D SAVANNAH	3,200	3,140	98
FANNIN	D CHATTANOOGA	6,500	6,290	97
FAYETTE	MA ATLANTA	22,900	22,580	99
FLOYD	C ATLANTA	30,800	30,320	98
FORSYTH	MA ATLANTA	17,000	16,730	98
FRANKLIN	D GREENVILLE-SPART-ASHEVILLE	6,500	6,390	98
FULTON	MA ATLANTA	269,200	264,810	98
GILMER	D ATLANTA	5,200	5,080	98
GLASCOCK	D AUGUSTA	800	770	96
GLYNN	C JACKSONVILLE, BRUNSWICK	24,500	24,120	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
GEORGIA (CONT'D)				
GORDON	D ATLANTA	13,100	13,010	99
GRADY	D TALLAHASSEE-THOMASVILLE	7,400	7,280	98
GREENE	D ATLANTA	4,100	3,970	97
GWINNETT	MA ATLANTA	139,300	137,560	99
HABERSHAM	D ATLANTA	10,200	9,990	98
HALL	C ATLANTA	35,900	35,130	98
HANCOCK	D MACON	2,900	2,810	97
HARALSON	D ATLANTA	8,500	8,390	99
HARRIS	D COLUMBUS, GA	6,600	6,390	97
HART	D GREENVILLE-SPART-ASHEVILLE	7,600	7,550	99
HEARD	D ATLANTA	3,200	3,150	98
HENRY	MA ATLANTA	21,500	21,240	99
HOUSTON	MB MACON	33,400	32,980	99
IRWIN	D ALBANY, GA	3,100	3,050	98
JACKSON	C ATLANTA	11,100	10,930	98
JASPER	D ATLANTA	3,100	3,030	98
JEFF DAVIS	D SAVANNAH	4,400	4,310	98
JEFFERSON	D AUGUSTA	6,100	5,930	97
JENKINS	D AUGUSTA	2,900	2,840	98
JOHNSON	D MACON	3,000	2,880	96
JONES	MB MACON	7,500	7,390	99
LAMAR	D ATLANTA	4,800	4,720	98
LANIER	D ALBANY, GA	2,000	1,940	97
LAURENS	D MACON	14,700	14,320	97
LEE	MC ALBANY, GA	5,400	5,260	97
LIBERTY	D SAVANNAH	15,900	15,570	98
LINCOLN	D AUGUSTA	2,700	2,620	97
LONG	D SAVANNAH	2,200	2,160	98
LOWNDES	C TALLAHASSEE-THOMASVILLE	26,700	26,280	98
LUMPKIN	D ATLANTA	5,200	5,070	98
MC DUFFIE	MB AUGUSTA	7,400	7,250	98
MC INTOSH	D SAVANNAH	3,300	3,220	98
MACON	D COLUMBUS, GA	4,400	4,210	96
MADISON	C GREENVILLE-SPART-ASHEVILLE	8,000	7,790	97
MARION	D COLUMBUS, GA	2,000	1,940	97
MERIWETHER	D ATLANTA	7,700	7,540	98
MILLER	D TALLAHASSEE-THOMASVILLE	2,300	2,250	98
MITCHELL	D ALBANY, GA	6,800	6,670	98
MONROE	D MACON	6,000	5,920	99
MONTGOMERY	D SAVANNAH	2,500	2,430	97
MORGAN	D ATLANTA	4,500	4,430	98
MURRAY	D CHATTANOOGA	9,800	9,690	99
MUSCOGEE	MB COLUMBUS, GA	67,200	66,480	99
NEWTON	MA ATLANTA	15,000	14,680	98
OCONEE	C ATLANTA	6,500	6,270	96
OGLETHORPE	D ATLANTA	3,600	3,510	98
PAULDING	MA ATLANTA	15,300	15,000	98
PEACH	MB MACON	7,300	7,170	98
PICKENS	D ATLANTA	5,600	5,540	99
PIERCE	D SAVANNAH	4,900	4,780	98
PIKE	D ATLANTA	3,600	3,530	98
POLK	D ATLANTA	12,700	12,570	99
PULASKI	D MACON	3,000	2,960	99
PUTNAM	D ATLANTA	5,500	5,380	98
QUITMAN	D COLUMBUS, GA	900	880	98
RABUN	D ATLANTA	4,700	4,470	95
RANDOLPH	D COLUMBUS, GA	2,700	2,650	98
RICHMOND	MB AUGUSTA	68,800	67,770	99
ROCKDALE	MA ATLANTA	19,500	19,150	98
SCHLEY	D COLUMBUS, GA	1,300	1,280	98
SCREVEN	D SAVANNAH	5,000	4,920	98
SEMINOLE	D TALLAHASSEE-THOMASVILLE	3,100	3,040	98
SPALDING	MA ATLANTA	19,900	19,700	99
STEPHENS	D GREENVILLE-SPART-ASHEVILLE	9,100	9,020	99
STEWART	D COLUMBUS, GA	2,000	1,950	98
SUMTER	D COLUMBUS, GA	10,500	10,260	98
TALBOT	D COLUMBUS, GA	2,400	2,340	98
TALIAFERRO	D AUGUSTA	700	690	99
TATTNALL	D SAVANNAH	5,800	5,690	98
TAYLOR	D COLUMBUS, GA	2,800	2,720	97
TELFAIR	D MACON	4,000	3,890	97
TERRELL	D COLUMBUS, GA	3,700	3,620	98
THOMAS	MD TALLAHASSEE-THOMASVILLE	14,500	14,210	98
TIFT	MD ALBANY, GA	12,300	12,110	98
TOOMBS	D SAVANNAH	8,900	8,610	97
TOWNS	D ATLANTA	2,900	2,810	97
TREUTLEN	D SAVANNAH	2,200	2,070	94
TROUP	C ATLANTA	20,700	20,160	97
TURNER	D ALBANY, GA	3,000	2,970	99
TWIGGS	D MACON	3,300	3,230	98
UNION	D ATLANTA	4,900	4,750	97
UPSON	D ATLANTA	10,000	9,860	99
WALKER	MB CHATTANOOGA	21,900	21,560	98
WALTON	MA ATLANTA	13,900	13,650	98
WARE	D JACKSONVILLE, BRUNSWICK	13,000	12,760	98
WARREN	D AUGUSTA	2,100	2,050	98
WASHINGTON	D MACON	6,800	6,670	98
WAYNE	D SAVANNAH	8,100	7,900	98
WEBSTER	D COLUMBUS, GA	800	780	98
WHEELER	D MACON	1,800	1,750	97
WHITE	D ATLANTA	5,200	5,100	98
WHITFIELD	C CHATTANOOGA	27,500	27,150	99
WILCOX	D MACON	2,500	2,470	99
WILKES	D AUGUSTA	4,000	3,890	97
WILKINSON	D MACON	3,700	3,620	98
WORTH	MD ALBANY, GA	7,000	6,860	98
	STATE TOTAL	2,453,100	2,415,680	
HAWAII				
HAWAII	C HONOLULU	43,500	41,730	96
HONOLULU	MB HONOLULU	271,500	264,960	98
KAUAI	D HONOLULU	17,000	16,320	96
MAUI	C HONOLULU	34,900	33,750	97
	STATE TOTAL	366,900	356,760	
IDAHO				
ADA	MC BOISE	79,500	78,250	98
ADAMS	D BOISE	1,200	1,090	91
BANNOCK	MC IDAHO FALLS-POCATELLO	23,300	22,810	98
BEAR LAKE	D SALT LAKE CITY	1,900	1,840	97
BENEWAH	D SPOKANE	2,900	2,800	97
BINGHAM	MD IDAHO FALLS-POCATELLO	11,600	11,380	98
BLAINE	D BOISE	5,800	5,580	96
BOISE	D BOISE	1,400	1,290	92
BONNER	D SPOKANE	10,300	9,740	95
BONNEVILLE	MC IDAHO FALLS-POCATELLO	24,800	24,430	99
BOUNDARY	D SPOKANE	2,900	2,660	92
BUTTE	D IDAHO FALLS-POCATELLO	1,000	980	98
CAMAS	D BOISE	300	300	100
CANYON	MC BOISE	31,400	30,650	98
CARIBOU	D SALT LAKE CITY	2,200	2,150	98
CASSIA	D IDAHO FALLS-POCATELLO	6,300	6,160	98
CLARK	D IDAHO FALLS-POCATELLO	300	290	97
CLEARWATER	D SPOKANE	3,100	2,910	94
CUSTER	D IDAHO FALLS-POCATELLO	1,600	1,490	93
ELMORE	D BOISE	7,100	6,990	98
FRANKLIN	D SALT LAKE CITY	2,800	2,740	98
FREMONT	D IDAHO FALLS-POCATELLO	3,400	3,320	98
GEM	D BOISE	4,400	4,290	98
GOODING	D TWIN FALLS	4,200	4,120	98
IDAHO	D SPOKANE	5,100	4,770	94
JEFFERSON	D IDAHO FALLS-POCATELLO	4,900	4,780	98
JEROME	D TWIN FALLS	5,300	5,200	98
KOOTENAI	MC SPOKANE	27,300	26,720	98
LATAH	D SPOKANE	11,300	10,720	95
LEMHI	D IDAHO FALLS-POCATELLO	2,800	2,650	95
LEWIS	D SPOKANE	1,400	1,350	96
LINCOLN	D TWIN FALLS	1,200	1,170	98
MADISON	D IDAHO FALLS-POCATELLO	5,900	5,720	97
MINIDOKA	D IDAHO FALLS-POCATELLO	6,400	6,260	98
NEZ PERCE	D SPOKANE	13,700	13,340	97
ONEIDA	D SALT LAKE CITY	1,200	1,180	98
OWYHEE	D BOISE	2,900	2,850	98
PAYETTE	D BOISE	6,100	5,920	97
POWER	D IDAHO FALLS-POCATELLO	2,400	2,330	97
SHOSHONE	D SPOKANE	5,400	5,140	95
TETON	D IDAHO FALLS-POCATELLO	1,100	1,080	98
TWIN FALLS	D TWIN FALLS	19,800	19,340	98
VALLEY	D BOISE	2,400	2,320	97
WASHINGTON	D BOISE	3,200	3,080	96
	STATE TOTAL	363,500	354,180	
ILLINOIS				
ADAMS	MC QUINCY-HANNIBAL-KEOKUK	25,300	24,990	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ILLINOIS (CONT'D)					
ALEXANDER	D	PADUCAH-C.GIRARDEAU-HARRBG	4,200	4,080	97
BOND	D	ST. LOUIS	5,600	5,490	98
BOONE	MB	ROCKFORD	11,100	10,930	98
BROWN	D	QUINCY-HANNIBAL-KEOKUK	2,000	1,980	99
BUREAU	D	DAVENPORT-R.ISLAND-MOLINE	13,600	13,480	99
CALHOUN	D	ST. LOUIS	2,000	1,980	99
CARROLL	D	DAVENPORT-R.ISLAND-MOLINE	6,600	6,490	98
CASS	D	CHAMPAIGN&SPRNGFLD-DECATUR	5,100	5,010	98
CHAMPAIGN	MC	CHAMPAIGN&SPRNGFLD-DECATUR	64,300	62,590	97
CHRISTIAN	D	CHAMPAIGN&SPRNGFLD-DECATUR	13,500	13,320	99
CLARK	D	TERRE HAUTE	6,400	6,320	99
CLAY	D	EVANSVILLE	5,700	5,600	98
CLINTON	MA	ST. LOUIS	11,700	11,630	99
COLES	D	CHAMPAIGN&SPRNGFLD-DECATUR	18,900	18,600	98
COOK	MA	CHICAGO	1,872,400	1,843,190	98
CRAWFORD	D	TERRE HAUTE	7,700	7,630	99
CUMBERLAND	D	TERRE HAUTE	4,000	3,920	98
DE KALB	C	CHICAGO	26,700	26,390	99
DE WITT	D	CHAMPAIGN&SPRNGFLD-DECATUR	6,400	6,350	99
DOUGLAS	D	CHAMPAIGN&SPRNGFLD-DECATUR	7,200	7,130	99
DU PAGE	MA	CHICAGO	289,500	287,180	99
EDGAR	D	TERRE HAUTE	7,700	7,600	99
EDWARDS	D	EVANSVILLE	3,000	2,990	100
EFFINGHAM	D	CHAMPAIGN&SPRNGFLD-DECATUR	11,600	11,460	99
FAYETTE	D	ST. LOUIS	7,600	7,400	97
FORD	D	CHAMPAIGN&SPRNGFLD-DECATUR	5,500	5,470	99
FRANKLIN	D	PADUCAH-C.GIRARDEAU-HARRBG	16,300	16,090	99
FULTON	D	PEORIA-BLOOMINGTON	14,700	14,550	99
GALLATIN	D	PADUCAH-C.GIRARDEAU-HARRBG	2,700	2,660	99
GREENE	D	ST. LOUIS	5,900	5,760	98
GRUNDY	A	CHICAGO	12,200	11,940	98
HAMILTON	D	PADUCAH-C.GIRARDEAU-HARRBG	3,400	3,330	98
HANCOCK	MD	QUINCY-HANNIBAL-KEOKUK	8,300	8,210	99
HARDIN	D	PADUCAH-C.GIRARDEAU-HARRBG	2,100	2,080	99
HENDERSON	D	DAVENPORT-R.ISLAND-MOLINE	3,200	3,200	100
HENRY	MB	DAVENPORT-R.ISLAND-MOLINE	19,200	19,080	99
IROQUOIS	D	CHICAGO	11,700	11,460	98
JACKSON	C	PADUCAH-C.GIRARDEAU-HARRBG	23,400	22,720	97
JASPER	D	TERRE HAUTE	3,900	3,870	99
JEFFERSON	D	PADUCAH-C.GIRARDEAU-HARRBG	14,500	14,310	99
JERSEY	A	ST. LOUIS	7,400	7,290	99
JO DAVIESS	D	DAVENPORT-R.ISLAND-MOLINE	8,300	8,200	99
JOHNSON	D	PADUCAH-C.GIRARDEAU-HARRBG	3,800	3,730	98
KANE	MA	CHICAGO	111,500	109,960	99
KANKAKEE	C	CHICAGO	34,500	34,070	99
KENDALL	A	CHICAGO	13,500	13,430	99
KNOX	C	DAVENPORT-R.ISLAND-MOLINE	21,800	21,520	99
LAKE	MA	CHICAGO	181,100	179,250	99
LA SALLE	C	CHICAGO	41,100	40,610	99
LAWRENCE	D	TERRE HAUTE	6,200	6,100	98
LEE	D	ROCKFORD	12,500	12,200	98
LIVINGSTON	D	CHICAGO	13,700	13,090	96
LOGAN	D	CHAMPAIGN&SPRNGFLD-DECATUR	11,000	10,890	99
MCDONOUGH	D	QUINCY-HANNIBAL-KEOKUK	12,100	11,870	98
MCHENRY	MA	CHICAGO	65,200	64,290	99
MCLEAN	MC	PEORIA-BLOOMINGTON	47,600	46,940	99
MACON	MC	CHAMPAIGN&SPRNGFLD-DECATUR	45,200	44,610	99
MACOUPIN	D	ST. LOUIS	18,100	18,010	100
MADISON	MA	ST. LOUIS	95,500	94,350	99
MARION	D	ST. LOUIS	16,100	15,920	99
MARSHALL	D	PEORIA-BLOOMINGTON	4,900	4,840	99
MASON	D	PEORIA-BLOOMINGTON	6,200	6,150	99
MASSAC	D	PADUCAH-C.GIRARDEAU-HARRBG	5,900	5,810	98
MENARD	MC	CHAMPAIGN&SPRNGFLD-DECATUR	4,200	4,150	99
MERCER	D	DAVENPORT-R.ISLAND-MOLINE	6,500	6,430	99
MONROE	MA	ST. LOUIS	8,400	8,320	99
MONTGOMERY	D	ST. LOUIS	11,500	11,260	98
MORGAN	D	CHAMPAIGN&SPRNGFLD-DECATUR	13,600	13,430	99
MOULTRIE	D	CHAMPAIGN&SPRNGFLD-DECATUR	5,100	5,010	98
OGLE	D	ROCKFORD	17,200	17,010	99
PEORIA	MB	PEORIA-BLOOMINGTON	70,300	69,130	98
PERRY	D	PADUCAH-C.GIRARDEAU-HARRBG	8,200	7,970	97
PIATT	D	CHAMPAIGN&SPRNGFLD-DECATUR	5,900	5,850	99
PIKE	D	QUINCY-HANNIBAL-KEOKUK	7,000	6,890	98
POPE	D	PADUCAH-C.GIRARDEAU-HARRBG	1,600	1,570	98
PULASKI	D	PADUCAH-C.GIRARDEAU-HARRBG	2,900	2,850	98
PUTNAM	D	PEORIA-BLOOMINGTON	2,200	2,170	99
RANDOLPH	D	ST. LOUIS	11,900	11,710	98
RICHLAND	D	TERRE HAUTE	6,400	6,260	98
ROCK ISLAND	MB	DAVENPORT-R.ISLAND-MOLINE	58,400	57,730	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ILLINOIS (CONT'D)					
ST CLAIR	MA	ST. LOUIS	95,400	94,030	99
SALINE	D	PADUCAH-C.GIRARDEAU-HARRBG	10,700	10,530	98
SANGAMON	MC	CHAMPAIGN&SPRNGFLD-DECATUR	72,700	71,630	99
SCHUYLER	D	QUINCY-HANNIBAL-KEOKUK	3,000	2,950	98
SCOTT	D	QUINCY-HANNIBAL-KEOKUK	2,200	2,170	99
SHELBY	D	CHAMPAIGN&SPRNGFLD-DECATUR	8,500	8,430	99
STARK	D	PEORIA-BLOOMINGTON	2,400	2,360	98
STEPHENSON	D	ROCKFORD	18,900	18,760	99
TAZEWELL	MB	PEORIA-BLOOMINGTON	47,100	46,490	99
UNION	D	PADUCAH-C.GIRARDEAU-HARRBG	6,800	6,680	98
VERMILION	MC	CHAMPAIGN&SPRNGFLD-DECATUR	33,700	33,140	98
WABASH	D	EVANSVILLE	5,000	4,930	99
WARREN	D	DAVENPORT-R.ISLAND-MOLINE	7,200	7,130	99
WASHINGTON	D	ST. LOUIS	5,700	5,590	98
WAYNE	D	EVANSVILLE	6,800	6,650	98
WHITE	D	EVANSVILLE	6,700	6,590	98
WHITESIDE	C	DAVENPORT-R.ISLAND-MOLINE	22,600	22,370	99
WILL	MA	CHICAGO	119,000	117,880	99
WILLIAMSON	C	PADUCAH-C.GIRARDEAU-HARRBG	23,200	22,890	99
WINNEBAGO	MB	ROCKFORD	97,300	95,950	99
WOODFORD	MB	PEORIA-BLOOMINGTON	11,500	11,220	98
		STATE TOTAL	4,217,700	4,157,700	
INDIANA					
ADAMS	MD	FT. WAYNE	10,600	10,380	98
ALLEN	MB	FT. WAYNE	114,900	113,690	99
BARTHOLOMEW	C	INDIANAPOLIS	24,300	23,970	99
BENTON	D	INDIANAPOLIS	3,500	3,470	99
BLACKFORD	D	INDIANAPOLIS	5,400	5,310	98
BOONE	MB	INDIANAPOLIS	14,200	14,040	99
BROWN	D	INDIANAPOLIS	5,500	5,360	97
CARROLL	D	INDIANAPOLIS	7,100	6,840	96
CASS	D	INDIANAPOLIS	14,600	14,430	99
CLARK	MB	LOUISVILLE	33,300	32,870	99
CLAY	MC	TERRE HAUTE	9,400	9,260	99
CLINTON	D	INDIANAPOLIS	11,500	11,280	98
CRAWFORD	D	LOUISVILLE	3,700	3,590	97
DAVIESS	D	TERRE HAUTE	10,000	9,680	97
DEARBORN	MB	CINCINNATI	13,900	13,720	99
DECATUR	D	INDIANAPOLIS	8,500	8,310	98
DE KALB	MB	FT. WAYNE	12,900	12,730	99
DELAWARE	C	INDIANAPOLIS	44,900	44,290	99
DUBOIS	D	EVANSVILLE	13,300	13,140	99
ELKHART	MC	SOUTH BEND-ELKHART	57,900	56,530	98
FAYETTE	D	CINCINNATI	9,800	9,670	99
FLOYD	MB	LOUISVILLE	24,400	24,050	99
FOUNTAIN	D	INDIANAPOLIS	6,800	6,710	99
FRANKLIN	D	CINCINNATI	6,600	6,450	98
FULTON	D	SOUTH BEND-ELKHART	7,300	7,230	99
GIBSON	MD	EVANSVILLE	12,300	12,150	99
GRANT	C	INDIANAPOLIS	27,400	26,680	97
GREENE	D	TERRE HAUTE	11,900	11,720	98
HAMILTON	MB	INDIANAPOLIS	41,000	40,650	99
HANCOCK	MB	INDIANAPOLIS	16,200	16,010	99
HARRISON	MB	LOUISVILLE	10,900	10,770	99
HENDRICKS	MB	INDIANAPOLIS	26,700	26,430	99
HENRY	D	INDIANAPOLIS	18,400	18,190	99
HOWARD	C	INDIANAPOLIS	31,100	30,770	99
HUNTINGTON	MD	FT. WAYNE	13,000	12,910	99
JACKSON	D	LOUISVILLE	14,100	13,850	98
JASPER	D	CHICAGO	8,500	8,350	98
JAY	D	FT. WAYNE	8,100	7,910	98
JEFFERSON	D	LOUISVILLE	11,000	10,830	98
JENNINGS	D	LOUISVILLE	8,400	8,330	99
JOHNSON	MB	INDIANAPOLIS	32,100	31,760	99
KNOX	D	TERRE HAUTE	15,000	14,790	99
KOSCIUSKO	C	SOUTH BEND-ELKHART	23,800	23,380	98
LAGRANGE	D	SOUTH BEND-ELKHART	9,400	8,870	94
LAKE	MA	CHICAGO	169,400	167,440	99
LA PORTE	C	CHICAGO	38,500	38,200	99
LAWRENCE	D	INDIANAPOLIS	16,300	15,970	98
MADISON	C	INDIANAPOLIS	49,400	48,830	99
MARION	MB	INDIANAPOLIS	323,200	319,130	99
MARSHALL	D	SOUTH BEND-ELKHART	15,400	15,070	98
MARTIN	D	TERRE HAUTE	3,900	3,760	96
MIAMI	D	INDIANAPOLIS	13,300	13,090	98
MONROE	C	INDIANAPOLIS	39,800	38,400	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
INDIANA (CONT'D)				
MONTGOMERY	D INDIANAPOLIS	13,200	13,080	99
MORGAN	MB INDIANAPOLIS	19,800	19,440	98
NEWTON	D CHICAGO	4,800	4,740	99
NOBLE	D FT. WAYNE	13,600	13,330	98
OHIO	D CINCINNATI	2,000	1,980	99
ORANGE	D LOUISVILLE	6,900	6,770	98
OWEN	D INDIANAPOLIS	6,600	6,440	98
PARKE	D TERRE HAUTE	5,800	5,720	99
PERRY	D EVANSVILLE	6,800	6,740	99
PIKE	D EVANSVILLE	4,900	4,830	99
PORTER	MA CHICAGO	45,900	45,460	99
POSEY	MB EVANSVILLE	9,500	9,400	99
PULASKI	D SOUTH BEND-ELKHART	4,700	4,630	99
PUTNAM	D INDIANAPOLIS	10,000	9,880	99
RANDOLPH	D INDIANAPOLIS	10,200	10,110	99
RIPLEY	D CINCINNATI	8,900	8,730	98
RUSH	D INDIANAPOLIS	6,400	6,240	98
ST JOSEPH	MB SOUTH BEND-ELKHART	93,100	92,290	99
SCOTT	D LOUISVILLE	7,600	7,490	99
SHELBY	MB INDIANAPOLIS	14,800	14,580	99
SPENCER	D EVANSVILLE	7,000	6,850	98
STARKE	D SOUTH BEND-ELKHART	8,200	8,080	99
STEUBEN	D FT. WAYNE	10,500	10,340	98
SULLIVAN	MD TERRE HAUTE	7,200	7,150	99
SWITZERLAND	D CINCINNATI	2,900	2,860	99
TIPPECANOE	C LAFAYETTE, IN	46,000	45,040	98
TIPTON	C INDIANAPOLIS	6,000	5,930	99
UNION	D CINCINNATI	2,600	2,560	98
VANDERBURGH	MB EVANSVILLE	66,800	66,230	99
VERMILLION	MD TERRE HAUTE	6,600	6,520	99
VIGO	MC TERRE HAUTE	39,400	38,770	98
WABASH	D FT. WAYNE	12,600	12,240	97
WARREN	D INDIANAPOLIS	3,000	2,970	99
WARRICK	MB EVANSVILLE	16,100	15,980	99
WASHINGTON	D LOUISVILLE	8,800	8,660	98
WAYNE	C DAYTON	27,500	26,940	98
WELLS	MD FT. WAYNE	9,600	9,380	98
WHITE	D INDIANAPOLIS	8,900	8,820	99
WHITLEY	MB FT. WAYNE	10,200	10,100	99
	STATE TOTAL	2,078,200	2,048,540	
IOWA				
ADAIR	D DES MOINES-AMES	3,300	3,280	99
ADAMS	D DES MOINES-AMES	2,000	1,980	99
ALLAMAKEE	D CEDAR RAPIDS-WATERLOO&DUBQ	5,200	5,110	98
APPANOOSE	D DES MOINES-AMES	5,600	5,430	97
AUDUBON	D DES MOINES-AMES	2,900	2,850	98
BENTON	MD CEDAR RAPIDS-WATERLOO&DUBQ	8,500	8,430	99
BLACK HAWK	MC CEDAR RAPIDS-WATERLOO&DUBQ	46,200	45,680	99
BOONE	D DES MOINES-AMES	9,800	9,760	100
BREMER	C CEDAR RAPIDS-WATERLOO&DUBQ	8,300	8,230	99
BUCHANAN	MD CEDAR RAPIDS-WATERLOO&DUBQ	7,500	7,370	98
BUENA VISTA	D SIOUX CITY	7,400	7,340	99
BUTLER	D CEDAR RAPIDS-WATERLOO&DUBQ	6,000	5,910	99
CALHOUN	D DES MOINES-AMES	4,600	4,590	100
CARROLL	D DES MOINES-AMES	7,900	7,850	99
CASS	D OMAHA	6,100	6,040	99
CEDAR	D DAVENPORT-R.ISLAND-MOLINE	6,600	6,570	100
CERRO GORDO	D ROCHESTR-MASON CITY-AUSTIN	19,000	18,840	99
CHEROKEE	D SIOUX CITY	5,400	5,370	99
CHICKASAW	D CEDAR RAPIDS-WATERLOO&DUBQ	4,900	4,810	98
CLARKE	D DES MOINES-AMES	3,400	3,340	98
CLAY	D SIOUX CITY	6,900	6,850	99
CLAYTON	D CEDAR RAPIDS-WATERLOO&DUBQ	7,100	6,990	98
CLINTON	D DAVENPORT-R.ISLAND-MOLINE	19,600	19,420	99
CRAWFORD	D OMAHA	6,400	6,360	99
DALLAS	MB DES MOINES-AMES	11,400	11,310	99
DAVIS	D OTTUMWA-KIRKSVILLE	3,000	2,950	98
DECATUR	D DES MOINES-AMES	3,100	3,030	98
DELAWARE	D CEDAR RAPIDS-WATERLOO&DUBQ	6,400	6,350	99
DES MOINES	D DAVENPORT-R.ISLAND-MOLINE	16,800	16,590	99
DICKINSON	D SIOUX CITY	6,200	6,160	99
DUBUQUE	MC CEDAR RAPIDS-WATERLOO&DUBQ	30,700	30,340	99
EMMET	D MANKATO	4,400	4,350	99
FAYETTE	D CEDAR RAPIDS-WATERLOO&DUBQ	8,400	8,320	99
FLOYD	D ROCHESTR-MASON CITY-AUSTIN	6,600	6,550	99
FRANKLIN	D DES MOINES-AMES	4,500	4,450	99
FREMONT	D OMAHA	3,200	3,160	99
GREENE	D DES MOINES-AMES	4,100	4,070	99
GRUNDY	D CEDAR RAPIDS-WATERLOO&DUBQ	4,700	4,640	99
GUTHRIE	D DES MOINES-AMES	4,300	4,240	99
HAMILTON	D DES MOINES-AMES	6,300	6,260	99
HANCOCK	D ROCHESTR-MASON CITY-AUSTIN	4,800	4,760	99
HARDIN	D DES MOINES-AMES	7,400	7,330	99
HARRISON	D OMAHA	5,600	5,530	99
HENRY	D DAVENPORT-R.ISLAND-MOLINE	7,100	6,960	98
HOWARD	D ROCHESTR-MASON CITY-AUSTIN	3,800	3,740	98
HUMBOLDT	D DES MOINES-AMES	4,300	4,260	99
IDA	D SIOUX CITY	3,200	3,180	99
IOWA	D CEDAR RAPIDS-WATERLOO&DUBQ	5,700	5,610	98
JACKSON	D DAVENPORT-R.ISLAND-MOLINE	7,500	7,430	99
JASPER	D DES MOINES-AMES	13,700	13,560	99
JEFFERSON	D OTTUMWA-KIRKSVILLE	6,400	6,100	95
JOHNSON	C CEDAR RAPIDS-WATERLOO&DUBQ	36,800	35,830	97
JONES	D CEDAR RAPIDS-WATERLOO&DUBQ	6,900	6,830	99
KEOKUK	D CEDAR RAPIDS-WATERLOO&DUBQ	4,500	4,450	99
KOSSUTH	D ROCHESTR-MASON CITY-AUSTIN	7,100	7,020	99
LEE	MD QUINCY-HANNIBAL-KEOKUK	14,700	14,520	99
LINN	MC CEDAR RAPIDS-WATERLOO&DUBQ	66,000	65,220	99
LOUISA	D DAVENPORT-R.ISLAND-MOLINE	4,300	4,230	98
LUCAS	D DES MOINES-AMES	3,700	3,650	99
LYON	D SIOUX FALLS(MITCHELL)	4,200	3,960	94
MADISON	D DES MOINES-AMES	4,800	4,750	99
MAHASKA	D DES MOINES-AMES	8,300	8,130	98
MARION	D DES MOINES-AMES	10,900	10,740	99
MARSHALL	D DES MOINES-AMES	14,700	14,580	99
MILLS	D OMAHA	4,700	4,650	99
MITCHELL	D ROCHESTR-MASON CITY-AUSTIN	4,200	4,130	98
MONONA	D SIOUX CITY	4,000	3,960	99
MONROE	D DES MOINES-AMES	3,200	3,120	98
MONTGOMERY	D OMAHA	4,900	4,850	99
MUSCATINE	D DAVENPORT-R.ISLAND-MOLINE	14,800	14,690	99
OBRIEN	D SIOUX CITY	5,900	5,870	99
OSCEOLA	D SIOUX FALLS(MITCHELL)	2,800	2,740	98
PAGE	D OMAHA	6,500	6,400	98
PALO ALTO	D SIOUX CITY	4,100	4,050	99
PLYMOUTH	D SIOUX CITY	8,400	8,340	99
POCAHONTAS	D DES MOINES-AMES	3,700	3,670	99
POLK	MB DES MOINES-AMES	131,800	130,320	99
POTTAWATTAMIE	MB OMAHA	31,300	30,840	99
POWESHIEK	D DES MOINES-AMES	7,200	7,040	98
RINGGOLD	D DES MOINES-AMES	2,200	2,180	99
SAC	D SIOUX CITY	4,800	4,760	99
SCOTT	MB DAVENPORT-R.ISLAND-MOLINE	57,200	56,520	99
SHELBY	D OMAHA	5,000	4,930	99
SIOUX	D SIOUX CITY	9,900	9,570	97
STORY	MC DES MOINES-AMES	25,900	25,420	98
TAMA	D CEDAR RAPIDS-WATERLOO&DUBQ	6,700	6,650	99
TAYLOR	D OMAHA	2,800	2,760	99
UNION	D DES MOINES-AMES	5,100	5,030	99
VAN BUREN	D OTTUMWA-KIRKSVILLE	3,000	2,970	99
WAPELLO	D OTTUMWA-KIRKSVILLE	14,300	14,130	99
WARREN	MB DES MOINES-AMES	12,800	12,740	100
WASHINGTON	D CEDAR RAPIDS-WATERLOO&DUBQ	7,500	7,290	97
WAYNE	D DES MOINES-AMES	2,900	2,850	98
WEBSTER	D DES MOINES-AMES	15,800	15,580	99
WINNEBAGO	D ROCHESTR-MASON CITY-AUSTIN	4,600	4,580	100
WINNESHIEK	D CEDAR RAPIDS-WATERLOO&DUBQ	7,300	7,210	99
WOODBURY	MC SIOUX CITY	37,000	36,640	99
WORTH	D ROCHESTR-MASON CITY-AUSTIN	3,200	3,170	99
WRIGHT	D DES MOINES-AMES	5,800	5,730	99
	STATE TOTAL	1,062,400	1,048,920	
KANSAS				
ALLEN	D JOPLIN-PITTSBURG	5,600	5,520	99
ANDERSON	D KANSAS CITY	3,000	2,880	96
ATCHISON	D KANSAS CITY	6,100	6,030	99
BARBER	D WICHITA-HUTCHINSON PLUS	2,300	2,270	99
BARTON	D WICHITA-HUTCHINSON PLUS	11,200	11,130	99
BOURBON	D JOPLIN-PITTSBURG	5,800	5,610	97
BROWN	D KANSAS CITY	4,300	4,220	98
BUTLER	MB WICHITA-HUTCHINSON PLUS	19,000	18,690	98
CHASE	D WICHITA-HUTCHINSON PLUS	1,200	1,160	97
CHAUTAUQUA	D TULSA	1,800	1,760	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KANSAS (CONT'D)				
CHEROKEE	MD JOPLIN-PITTSBURG	8,300	8,150	98
CHEYENNE	D WICHITA-HUTCHINSON PLUS	1,400	1,380	99
CLARK	D WICHITA-HUTCHINSON PLUS	1,000	970	97
CLAY	D TOPEKA	3,600	3,550	99
CLOUD	D LINCOLN & HSTNGS-KRNYPLUS	4,400	4,270	97
COFFEY	D TOPEKA	3,300	3,210	97
COMANCHE	D WICHITA-HUTCHINSON PLUS	900	870	97
COWLEY	D WICHITA-HUTCHINSON PLUS	14,100	13,850	98
CRAWFORD	MD JOPLIN-PITTSBURG	14,400	14,180	98
DECATUR	D WICHITA-HUTCHINSON PLUS	1,600	1,580	99
DICKINSON	D WICHITA-HUTCHINSON PLUS	7,500	7,410	99
DONIPHAN	MD ST. JOSEPH	3,000	2,990	100
DOUGLAS	C KANSAS CITY	31,100	30,310	97
EDWARDS	D WICHITA-HUTCHINSON PLUS	1,600	1,580	99
ELK	D WICHITA-HUTCHINSON PLUS	1,400	1,310	94
ELLIS	D WICHITA-HUTCHINSON PLUS	10,000	9,870	99
ELLSWORTH	D WICHITA-HUTCHINSON PLUS	2,500	2,480	99
FINNEY	D WICHITA-HUTCHINSON PLUS	11,200	11,050	99
FORD	D WICHITA-HUTCHINSON PLUS	9,900	9,760	99
FRANKLIN	D KANSAS CITY	8,400	8,280	99
GEARY	D TOPEKA	10,500	10,290	98
GOVE	D WICHITA-HUTCHINSON PLUS	1,300	1,230	95
GRAHAM	D WICHITA-HUTCHINSON PLUS	1,400	1,390	99
GRANT	D WICHITA-HUTCHINSON PLUS	2,400	2,330	97
GRAY	D WICHITA-HUTCHINSON PLUS	2,000	1,930	97
GREELEY	D WICHITA-HUTCHINSON PLUS	700	690	99
GREENWOOD	D WICHITA-HUTCHINSON PLUS	3,200	3,110	97
HAMILTON	D WICHITA-HUTCHINSON PLUS	1,000	990	99
HARPER	D WICHITA-HUTCHINSON PLUS	2,900	2,860	99
HARVEY	MB WICHITA-HUTCHINSON PLUS	11,600	11,350	98
HASKELL	D WICHITA-HUTCHINSON PLUS	1,400	1,370	98
HODGEMAN	D WICHITA-HUTCHINSON PLUS	800	790	99
JACKSON	MD TOPEKA	4,300	4,250	99
JEFFERSON	D TOPEKA	5,900	5,800	98
JEWELL	D LINCOLN & HSTNGS-KRNYPLUS	1,700	1,690	99
JOHNSON	MB KANSAS CITY	145,900	144,720	99
KEARNY	D WICHITA-HUTCHINSON PLUS	1,400	1,370	98
KINGMAN	D WICHITA-HUTCHINSON PLUS	3,100	3,080	99
KIOWA	D WICHITA-HUTCHINSON PLUS	1,400	1,370	98
LABETTE	D JOPLIN-PITTSBURG	9,300	9,090	98
LANE	D WICHITA-HUTCHINSON PLUS	1,000	980	98
LEAVENWORTH	MB KANSAS CITY	20,600	20,390	99
LINCOLN	D WICHITA-HUTCHINSON PLUS	1,500	1,470	98
LINN	D KANSAS CITY	3,200	3,120	98
LOGAN	D WICHITA-HUTCHINSON PLUS	1,200	1,160	97
LYON	D TOPEKA	13,100	12,700	97
MCPHERSON	D WICHITA-HUTCHINSON PLUS	10,200	9,440	93
MARION	D WICHITA-HUTCHINSON PLUS	4,900	4,780	98
MARSHALL	D TOPEKA	4,600	4,540	99
MEADE	D WICHITA-HUTCHINSON PLUS	1,600	1,590	99
MIAMI	MB KANSAS CITY	8,600	8,430	98
MITCHELL	D WICHITA-HUTCHINSON PLUS	2,800	2,760	99
MONTGOMERY	D TULSA	15,500	15,110	97
MORRIS	D TOPEKA	2,600	2,530	97
MORTON	D AMARILLO	1,300	1,280	98
NEMAHA	D TOPEKA	4,000	3,900	98
NEOSHO	D JOPLIN-PITTSBURG	6,600	6,550	99
NESS	D WICHITA-HUTCHINSON PLUS	1,600	1,580	99
NORTON	D WICHITA-HUTCHINSON PLUS	2,200	2,200	100
OSAGE -	MD TOPEKA	5,900	5,830	99
OSBORNE	D WICHITA-HUTCHINSON PLUS	2,000	1,960	98
OTTAWA	D WICHITA-HUTCHINSON PLUS	2,300	2,270	99
PAWNEE	D WICHITA-HUTCHINSON PLUS	2,900	2,870	99
PHILLIPS	D LINCOLN & HSTNGS-KRNYPLUS	2,700	2,650	98
POTTAWATOMIE	MD TOPEKA	6,000	5,940	99
PRATT	D WICHITA-HUTCHINSON PLUS	3,900	3,850	99
RAWLINS	D WICHITA-HUTCHINSON PLUS	1,400	1,380	99
RENO	MC WICHITA-HUTCHINSON PLUS	24,100	23,670	98
REPUBLIC	D LINCOLN & HSTNGS-KRNYPLUS	2,700	2,630	97
RICE	D WICHITA-HUTCHINSON PLUS	4,100	4,060	99
RILEY	C TOPEKA	21,400	20,850	97
ROOKS	D WICHITA-HUTCHINSON PLUS	2,400	2,380	99
RUSH	D WICHITA-HUTCHINSON PLUS	1,500	1,470	98
RUSSELL	D WICHITA-HUTCHINSON PLUS	3,300	3,280	99
SALINE	D WICHITA-HUTCHINSON PLUS	20,000	19,750	99
SCOTT	D WICHITA-HUTCHINSON PLUS	2,000	1,970	99
SEDGWICK	MB WICHITA-HUTCHINSON PLUS	160,200	157,970	99
SEWARD	D WICHITA-HUTCHINSON PLUS	6,600	6,470	98
SHAWNEE	MC TOPEKA	64,700	63,940	99
SHERIDAN	D WICHITA-HUTCHINSON PLUS	1,200	1,180	98
SHERMAN	D WICHITA-HUTCHINSON PLUS	2,600	2,570	99
SMITH	D LINCOLN & HSTNGS-KRNYPLUS	2,100	2,080	99
STAFFORD	D WICHITA-HUTCHINSON PLUS	2,100	2,060	98
STANTON	D WICHITA-HUTCHINSON PLUS	800	780	98
STEVENS	D WICHITA-HUTCHINSON PLUS	1,900	1,860	98
SUMNER	D WICHITA-HUTCHINSON PLUS	9,800	9,690	99
THOMAS	D WICHITA-HUTCHINSON PLUS	3,100	3,040	98
TREGO	D WICHITA-HUTCHINSON PLUS	1,500	1,470	98
WABAUNSEE	MD TOPEKA	2,400	2,350	98
WALLACE	D WICHITA-HUTCHINSON PLUS	700	680	97
WASHINGTON	D TOPEKA	2,800	2,760	99
WICHITA	D WICHITA-HUTCHINSON PLUS	1,000	950	95
WILSON	D JOPLIN-PITTSBURG	4,100	4,030	98
WOODSON	D JOPLIN-PITTSBURG	1,700	1,670	98
WYANDOTTE	MB KANSAS CITY	61,100	60,170	98
	STATE TOTAL	958,200	943,060	
KENTUCKY				
ADAIR	D BOWLING GREEN	5,800	5,600	97
ALLEN	D NASHVILLE	5,600	5,520	99
ANDERSON	D LEXINGTON	5,600	5,540	99
BALLARD	D PADUCAH-C.GIRARDEAU-HARRBG	3,100	3,070	99
BARREN	D NASHVILLE	13,100	12,800	98
BATH	D LEXINGTON	3,600	3,530	98
BELL	D KNOXVILLE	11,300	10,810	96
BOONE	MB CINCINNATI	21,000	20,770	99
BOURBON	MB LEXINGTON	7,300	7,200	99
BOYD	MB CHARLESTON-HUNTINGTON	19,700	19,480	99
BOYLE	D LEXINGTON	9,600	9,430	98
BRACKEN	D CINCINNATI	2,900	2,870	99
BREATHITT	D LEXINGTON	5,500	5,010	91
BRECKINRIDGE	D LOUISVILLE	6,200	6,090	98
BULLITT	MB LOUISVILLE	16,300	16,010	98
BUTLER	D BOWLING GREEN	4,200	4,140	99
CALDWELL	D PADUCAH-C.GIRARDEAU-HARRBG	5,200	5,100	98
CALLOWAY	D PADUCAH-C.GIRARDEAU-HARRBG	11,800	11,640	99
CAMPBELL	MB CINCINNATI	31,400	31,090	99
CARLISLE	D PADUCAH-C.GIRARDEAU-HARRBG	2,100	2,050	98
CARROLL	D LOUISVILLE	3,500	3,470	99
CARTER	B CHARLESTON-HUNTINGTON	8,700	8,540	98
CASEY	D LEXINGTON	5,400	5,080	94
CHRISTIAN	C NASHVILLE	21,500	21,140	98
CLARK	MB LEXINGTON	11,100	11,000	99
CLAY	D LEXINGTON	7,300	6,900	95
CLINTON	D NASHVILLE	3,600	3,460	96
CRITTENDEN	D PADUCAH-C.GIRARDEAU-HARRBG	3,700	3,670	99
CUMBERLAND	D NASHVILLE	2,700	2,590	96
DAVIESS	C EVANSVILLE	33,100	32,800	99
EDMONSON	D BOWLING GREEN	3,800	3,670	97
ELLIOTT	D CHARLESTON-HUNTINGTON	2,300	2,240	97
ESTILL	D LEXINGTON	5,400	5,070	94
FAYETTE	MB LEXINGTON	91,400	90,090	99
FLEMING	D LEXINGTON	4,600	4,510	98
FLOYD	D CHARLESTON-HUNTINGTON	15,500	15,120	98
FRANKLIN	D LEXINGTON	17,600	17,310	98
FULTON	D PADUCAH-C.GIRARDEAU-HARRBG	3,300	3,200	97
GALLATIN	D CINCINNATI	2,000	1,970	99
GARRARD	D LEXINGTON	4,500	4,400	98
GRANT	D CINCINNATI	5,800	5,700	98
GRAVES	D PADUCAH-C.GIRARDEAU-HARRBG	13,400	13,240	99
GRAYSON	B LOUISVILLE	8,100	7,910	98
GREEN	D LOUISVILLE	4,000	3,840	96
GREENUP	B CHARLESTON-HUNTINGTON	13,400	13,240	99
HANCOCK	D EVANSVILLE	2,800	2,740	98
HARDIN	C LOUISVILLE	29,400	29,070	99
HARLAN	D LEXINGTON	12,900	12,550	97
HARRISON	D LEXINGTON	6,200	6,110	99
HART	D BOWLING GREEN	5,800	5,650	97
HENDERSON	MB EVANSVILLE	16,700	16,580	99
HENRY	D LOUISVILLE	4,900	4,840	99
HICKMAN	D PADUCAH-C.GIRARDEAU-HARRBG	2,100	2,040	97
HOPKINS	D EVANSVILLE	17,800	17,480	98
JACKSON	D LEXINGTON	4,400	4,170	95
JEFFERSON	MB LOUISVILLE	263,800	260,850	99
JESSAMINE	MB LEXINGTON	11,000	10,840	99
JOHNSON	D CHARLESTON-HUNTINGTON	8,400	8,240	98
KENTON	MB CINCINNATI	53,200	52,730	99
KNOTT	D LEXINGTON	6,100	5,870	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KENTUCKY (CONT'D)				
KNOX	D KNOXVILLE	10,700	10,490	98
LARUE	D LOUISVILLE	4,500	4,400	98
LAUREL	D LEXINGTON	15,800	15,470	98
LAWRENCE	D CHARLESTON-HUNTINGTON	5,000	4,870	97
LEE	D LEXINGTON	2,700	2,530	94
LESLIE	D TRI-CITIES, TN-VA	4,700	4,500	96
LETCHER	D TRI-CITIES, TN-VA	9,600	9,380	98
LEWIS	D CHARLESTON-HUNTINGTON	4,700	4,600	98
LINCOLN	D LEXINGTON	7,500	7,270	97
LIVINGSTON	D PADUCAH-C.GIRARDEAU-HARRBG	3,600	3,570	99
LOGAN	D NASHVILLE	9,400	9,120	98
LYON	D PADUCAH-C.GIRARDEAU-HARRBG	2,400	2,350	98
MCCRACKEN	C PADUCAH-C.GIRARDEAU-HARRBG	25,800	25,440	99
MCCREARY	D KNOXVILLE	5,500	5,360	97
MCLEAN	D EVANSVILLE	3,700	3,650	99
MADISON	MC LEXINGTON	20,400	19,950	98
MAGOFFIN	D CHARLESTON-HUNTINGTON	4,400	4,300	98
MARION	D LOUISVILLE	5,600	5,480	98
MARSHALL	D PADUCAH-C.GIRARDEAU-HARRBG	10,900	10,820	99
MARTIN	D CHARLESTON-HUNTINGTON	4,200	4,120	98
MASON	D CINCINNATI	6,500	6,400	98
MEADE	D LOUISVILLE	8,200	8,140	99
MENIFEE	D LEXINGTON	1,900	1,850	97
MERCER	D LEXINGTON	7,400	7,260	98
METCALFE	D BOWLING GREEN	3,500	3,370	96
MONROE	D NASHVILLE	4,400	4,320	98
MONTGOMERY	D LEXINGTON	7,300	7,130	98
MORGAN	D CHARLESTON-HUNTINGTON	4,100	3,740	91
MUHLENBERG	D EVANSVILLE	11,600	11,400	98
NELSON	D LOUISVILLE	10,600	10,400	98
NICHOLAS	D LEXINGTON	2,600	2,440	94
OHIO	D EVANSVILLE	7,700	7,480	97
OLDHAM	MB LOUISVILLE	11,200	11,100	99
OWEN	D CINCINNATI	3,400	3,290	97
OWSLEY	D LEXINGTON	1,800	1,700	94
PENDLETON	D CINCINNATI	4,400	4,360	99
PERRY	D LEXINGTON	10,400	10,030	96
PIKE	C CHARLESTON-HUNTINGTON	25,700	25,170	98
POWELL	D LEXINGTON	4,100	3,900	95
PULASKI	D LEXINGTON	19,100	18,620	97
ROBERTSON	D CINCINNATI	800	790	99
ROCKCASTLE	D LEXINGTON	5,500	5,220	95
ROWAN	D LEXINGTON	6,800	6,510	96
RUSSELL	D LEXINGTON	6,000	5,820	97
SCOTT	MB LEXINGTON	8,700	8,590	99
SHELBY	MB LOUISVILLE	9,300	9,210	99
SIMPSON	D NASHVILLE	5,800	5,730	99
SPENCER	D LOUISVILLE	2,500	2,450	98
TAYLOR	D LOUISVILLE	8,300	8,130	98
TODD	D NASHVILLE	4,100	3,920	96
TRIGG	D NASHVILLE	4,100	4,000	98
TRIMBLE	D LOUISVILLE	2,300	2,270	99
UNION	D EVANSVILLE	5,500	5,470	99
WARREN	C BOWLING GREEN	29,000	28,540	98
WASHINGTON	D LOUISVILLE	3,700	3,630	98
WAYNE	D LEXINGTON	6,600	6,300	95
WEBSTER	D EVANSVILLE	5,300	5,200	98
WHITLEY	D KNOXVILLE	12,200	11,870	97
WOLFE	D LEXINGTON	2,500	2,400	96
WOODFORD	MB LEXINGTON	7,400	7,330	99
	STATE TOTAL	1,385,900	1,360,890	
LOUISIANA				
ACADIA	D LAFAYETTE, LA	19,100	18,760	98
ALLEN	D LAFAYETTE, LA	7,200	7,030	98
ASCENSION	MB BATON ROUGE	19,600	19,340	99
ASSUMPTION	D BATON ROUGE	7,400	7,340	99
AVOYELLES	D ALEXANDRIA, LA	13,300	13,070	98
BEAUREGARD	D LAKE CHARLES	10,400	10,030	96
BIENVILLE	D SHREVEPORT	5,800	5,660	98
BOSSIER	MB SHREVEPORT	30,800	30,390	99
CADDO	MB SHREVEPORT	92,500	91,210	99
CALCASIEU	MC LAKE CHARLES	60,500	59,600	99
CALDWELL	D MONROE-EL DORADO	3,500	3,430	98
CAMERON	D LAKE CHARLES	3,100	3,050	98
CATAHOULA	D MONROE-EL DORADO	3,800	3,680	97
CLAIBORNE	D SHREVEPORT	6,100	5,950	98
CONCORDIA	D MONROE-EL DORADO	7,200	7,000	97
DE SOTO	D SHREVEPORT	9,000	8,750	97
E BATON ROUGE	MB BATON ROUGE	138,500	136,940	99
EAST CARROLL	D MONROE-EL DORADO	3,100	3,030	98
E FELICIANA	D BATON ROUGE	5,600	5,440	97
EVANGELINE	D LAFAYETTE, LA	11,700	11,510	98
FRANKLIN	D MONROE-EL DORADO	7,600	7,410	98
GRANT	D ALEXANDRIA, LA	6,300	6,180	98
IBERIA	C LAFAYETTE, LA	22,700	22,350	98
IBERVILLE	D BATON ROUGE	9,800	9,660	99
JACKSON	D MONROE-EL DORADO	5,700	5,570	98
JEFFERSON	MB NEW ORLEANS	186,800	184,870	99
JEFF DAVIS	D LAFAYETTE, LA	10,500	10,340	98
LAFAYETTE	C LAFAYETTE, LA	60,300	59,480	99
LAFOURCHE	C NEW ORLEANS	28,700	28,410	99
LA SALLE	D MONROE-EL DORADO	4,900	4,690	96
LINCOLN	MD MONROE-EL DORADO	13,800	13,390	98
LIVINGSTON	MB BATON ROUGE	24,100	23,720	98
MADISON	D MONROE-EL DORADO	4,100	4,010	98
MOREHOUSE	MD MONROE-EL DORADO	10,800	10,610	98
NATCHITOCHES	D SHREVEPORT	12,400	12,020	97
ORLEANS	MB NEW ORLEANS	184,800	181,440	98
OUACHITA	MC MONROE-EL DORADO	50,400	49,640	98
PLAQUEMINES	D NEW ORLEANS	8,200	8,050	98
POINTE COUPEE	D BATON ROUGE	7,600	7,430	98
RAPIDES	MC ALEXANDRIA, LA	45,600	44,770	98
RED RIVER	D SHREVEPORT	3,300	3,230	98
RICHLAND	D MONROE-EL DORADO	6,900	6,800	99
SABINE	D SHREVEPORT	8,200	7,920	97
ST BERNARD	MB NEW ORLEANS	23,200	23,030	99
ST CHARLES	B NEW ORLEANS	14,600	14,360	98
ST HELENA	D BATON ROUGE	3,300	3,220	98
ST JAMES	D NEW ORLEANS	6,400	6,310	99
ST JOHN BAPT	B NEW ORLEANS	13,000	12,870	99
ST LANDRY	C LAFAYETTE, LA	27,100	26,600	98
ST MARTIN	C LAFAYETTE, LA	14,700	14,540	99
ST MARY	D BATON ROUGE	18,900	18,670	99
ST TAMMANY	MB NEW ORLEANS	52,000	51,350	99
TANGIPAHOA	C NEW ORLEANS	29,700	29,080	98
TENSAS	D MONROE-EL DORADO	2,400	2,370	99
TERREBONNE	C NEW ORLEANS	31,600	31,270	99
UNION	MD MONROE-EL DORADO	7,500	7,450	99
VERMILION	D LAFAYETTE, LA	17,700	17,540	99
VERNON	D ALEXANDRIA, LA	19,500	18,920	97
WASHINGTON	D NEW ORLEANS	15,400	15,060	98
WEBSTER	MD SHREVEPORT	15,800	15,490	98
W BATON ROUGE	MB BATON ROUGE	6,600	6,510	99
WEST CARROLL	D MONROE-EL DORADO	4,400	4,340	99
W FELICIANA	D BATON ROUGE	2,800	2,750	98
WINN	D MONROE-EL DORADO	5,700	5,550	97
	STATE TOTAL	1,493,600	1,470,480	
MAINE				
ANDROSCOGGIN	MC PORTLAND-AUBURN	40,800	40,350	99
AROOSTOOK	MC PRESQUE ISLE	31,200	30,720	98
CUMBERLAND	MB PORTLAND-AUBURN	96,600	95,200	99
FRANKLIN	D PORTLAND-AUBURN	11,000	10,810	98
HANCOCK	MD BANGOR	18,800	18,570	99
KENNEBEC	C PORTLAND-AUBURN	44,800	44,290	99
KNOX	D PORTLAND-AUBURN	14,700	14,310	97
LINCOLN	D PORTLAND-AUBURN	12,400	12,240	99
OXFORD	C PORTLAND-AUBURN	20,500	20,100	98
PENOBSCOT	MC BANGOR	55,000	54,260	99
PISCATAQUIS	D BANGOR	7,300	7,190	98
SAGADAHOC	D PORTLAND-AUBURN	13,000	12,830	99
SOMERSET	D BANGOR	18,900	18,670	99
WALDO	D BANGOR	12,800	12,610	99
WASHINGTON	D BANGOR	13,500	13,260	98
YORK	C PORTLAND-AUBURN	63,800	63,350	99
	STATE TOTAL	475,100	468,760	
MARYLAND				
ALLEGANY	C WASHINGTON, DC	29,500	28,980	98
ANNE ARUNDEL	MA BALTIMORE	153,900	152,480	99
BALTIMORE	MA BALTIMORE	275,200	272,370	99
CALVERT	MA WASHINGTON, DC	18,100	17,720	98
CAROLINE	D BALTIMORE	10,300	10,180	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MARYLAND (CONT'D)				
CARROLL	MA BALTIMORE	44,100	43,500	99
CECIL	A BALTIMORE	25,700	25,290	98
CHARLES	MA WASHINGTON, DC	34,800	34,360	99
DORCHESTER	D BALTIMORE	12,200	12,090	99
FREDERICK	MA WASHINGTON, DC	55,000	54,280	99
GARRETT	D PITTSBURGH	10,200	9,570	94
HARFORD	MA BALTIMORE	66,100	65,570	99
HOWARD	MA BALTIMORE	72,600	72,140	99
KENT	D BALTIMORE	6,800	6,690	98
MONTGOMERY	MA WASHINGTON, DC	298,500	295,130	99
PRINCE GEORGE	MA WASHINGTON, DC	262,800	260,360	99
QUEEN ANNES	MA BALTIMORE	13,100	12,910	99
ST MARYS	C WASHINGTON, DC	26,600	26,170	98
SOMERSET	D SALISBURY	8,200	8,060	98
TALBOT	D BALTIMORE	13,000	12,850	99
WASHINGTON	C WASHINGTON, DC	45,500	44,660	98
WICOMICO	C SALISBURY	28,500	28,160	99
WORCESTER	D SALISBURY	14,500	14,130	97
BALTIMRE CITY	MA BALTIMORE	274,900	271,190	99
	STATE TOTAL	1,800,100	1,778,840	
MASSACHUSETTS				
BARNSTABLE	C BOSTON	80,600	79,590	99
BERKSHIRE	C ALBANY-SCHENECTADY-TROY	54,200	53,170	98
BRISTOL	MB PROVIDENCE-NEW BEDFORD	189,900	188,270	99
DUKES	D PROVIDENCE-NEW BEDFORD	5,200	5,010	96
ESSEX	MA BOSTON	253,100	250,620	99
FRANKLIN	C SPRINGFIELD-HOLYOKE	28,400	27,350	96
HAMPDEN	MB SPRINGFIELD-HOLYOKE	172,600	170,680	99
HAMPSHIRE	MB SPRINGFIELD-HOLYOKE	50,800	49,310	97
MIDDLESEX	MA BOSTON	522,000	516,420	99
NANTUCKET	D BOSTON	2,700	2,640	98
NORFOLK	MA BOSTON	228,700	227,210	99
PLYMOUTH	A BOSTON	151,500	150,360	99
SUFFOLK	MA BOSTON	262,900	254,540	97
WORCESTER	B BOSTON	266,700	263,930	99
	STATE TOTAL	2,269,300	2,239,100	
MICHIGAN				
ALCONA	D ALPENA	4,300	4,220	98
ALGER	D MARQUETTE	3,300	3,260	99
ALLEGAN	MC GRAND RAPIDS-KALMZOO-B.CRK	32,500	32,150	99
ALPENA	D ALPENA	11,900	11,710	98
ANTRIM	MD TRAVERSE CITY-CADILLAC	7,200	7,010	97
ARENAC	D FLINT-SAGINAW-BAY CITY	5,800	5,760	99
BARAGA	D MARQUETTE	3,100	3,040	98
BARRY	MD GRAND RAPIDS-KALMZOO-B.CRK	18,100	17,940	99
BAY	MB FLINT-SAGINAW-BAY CITY	42,000	41,670	99
BENZIE	MD TRAVERSE CITY-CADILLAC	4,900	4,760	97
BERRIEN	C SOUTH BEND-ELKHART	61,200	60,350	99
BRANCH	D GRAND RAPIDS-KALMZOO-B.CRK	15,200	14,890	98
CALHOUN	MC GRAND RAPIDS-KALMZOO-B.CRK	52,000	51,530	99
CASS	D SOUTH BEND-ELKHART	18,400	18,230	99
CHARLEVOIX	MD TRAVERSE CITY-CADILLAC	8,500	8,430	99
CHEBOYGAN	MD TRAVERSE CITY-CADILLAC	8,300	8,140	98
CHIPPEWA	D TRAVERSE CITY-CADILLAC	11,900	11,730	99
CLARE	D FLINT-SAGINAW-BAY CITY	9,900	9,840	99
CLINTON	MB LANSING	20,600	20,340	99
CRAWFORD	D TRAVERSE CITY-CADILLAC	4,600	4,500	98
DELTA	D MARQUETTE	14,500	14,380	99
DICKINSON	D GREEN BAY-APPLETON	10,700	10,580	99
EATON	MB LANSING	34,700	34,320	99
EMMET	MD TRAVERSE CITY-CADILLAC	9,800	9,640	98
GENESEE	MB FLINT-SAGINAW-BAY CITY	160,800	159,180	99
GLADWIN	D FLINT-SAGINAW-BAY CITY	8,600	8,520	99
GOGEBIC	D DULUTH-SUPERIOR	7,300	7,150	98
GR TRAVERSE	MC TRAVERSE CITY-CADILLAC	24,900	24,630	99
GRATIOT	D FLINT-SAGINAW-BAY CITY	13,700	13,500	99
HILLSDALE	D LANSING	15,800	15,560	98
HOUGHTON	D MARQUETTE	13,100	12,340	94
HURON	D FLINT-SAGINAW-BAY CITY	13,200	12,990	98
INGHAM	MB LANSING	103,300	101,890	99
IONIA	D GRAND RAPIDS-KALMZOO-B.CRK	18,900	18,760	99
IOSCO	D FLINT-SAGINAW-BAY CITY	11,700	11,580	99
IRON	D MARQUETTE	5,600	5,500	98
ISABELLA	D FLINT-SAGINAW-BAY CITY	17,700	17,400	98

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MICHIGAN (CONT'D)				
JACKSON	MC LANSING	54,400	53,830	99
KALAMAZOO	MC GRAND RAPIDS-KALMZOO-B.CRK	84,700	83,750	99
KALKASKA	MD TRAVERSE CITY-CADILLAC	5,100	5,030	99
KENT	MB GRAND RAPIDS-KALMZOO-B.CRK	185,900	183,480	99
KEWEENAW	D MARQUETTE	800	780	98
LAKE	D TRAVERSE CITY-CADILLAC	3,600	3,530	98
LAPEER	MA DETROIT	25,100	24,820	99
LEELANAU	MD TRAVERSE CITY-CADILLAC	6,500	6,430	99
LENAWEE	C TOLEDO	32,000	31,680	99
LIVINGSTON	MA DETROIT	40,300	39,870	99
LUCE	D TRAVERSE CITY-CADILLAC	2,100	2,080	99
MACKINAC	D TRAVERSE CITY-CADILLAC	4,300	4,190	97
MACOMB	MA DETROIT	268,200	266,510	99
MANISTEE	MD TRAVERSE CITY-CADILLAC	8,600	8,500	99
MARQUETTE	C MARQUETTE	25,500	25,100	98
MASON	D TRAVERSE CITY-CADILLAC	10,000	9,770	98
MECOSTA	D GRAND RAPIDS-KALMZOO-B.CRK	12,400	12,150	98
MENOMINEE	D GREEN BAY-APPLETON	9,800	9,700	99
MIDLAND	MB FLINT-SAGINAW-BAY CITY	28,200	27,990	99
MISSAUKEE	D TRAVERSE CITY-CADILLAC	4,500	4,480	100
MONROE	A DETROIT	46,900	46,430	99
MONTCALM	D GRAND RAPIDS-KALMZOO-B.CRK	19,100	18,700	98
MONTMORENCY	D TRAVERSE CITY-CADILLAC	3,700	3,650	99
MUSKEGON	C GRAND RAPIDS-KALMZOO-B.CRK	58,500	57,940	99
NEWAYGO	D GRAND RAPIDS-KALMZOO-B.CRK	14,200	14,020	99
OAKLAND	MA DETROIT	421,200	417,960	99
OCEANA	D GRAND RAPIDS-KALMZOO-B.CRK	8,200	7,950	97
OGEMAW	D FLINT-SAGINAW-BAY CITY	7,400	7,360	99
ONTONAGON	D MARQUETTE	3,600	3,500	97
OSCEOLA	D TRAVERSE CITY-CADILLAC	7,500	7,420	99
OSCODA	D TRAVERSE CITY-CADILLAC	3,300	3,240	98
OTSEGO	MD TRAVERSE CITY-CADILLAC	6,800	6,720	99
OTTAWA	MB GRAND RAPIDS-KALMZOO-B.CRK	64,900	64,100	99
PRESQUE ISLE	D TRAVERSE CITY-CADILLAC	5,400	5,320	99
ROSCOMMON	D TRAVERSE CITY-CADILLAC	8,900	8,800	99
SAGINAW	MB FLINT-SAGINAW-BAY CITY	77,900	77,300	99
ST CLAIR	MA DETROIT	53,800	53,080	99
ST JOSEPH	C GRAND RAPIDS-KALMZOO-B.CRK	21,900	21,410	98
SANILAC	D FLINT-SAGINAW-BAY CITY	14,700	14,430	98
SCHOOLCRAFT	D GREEN BAY-APPLETON	3,300	3,190	97
SHIAWASSEE	C FLINT-SAGINAW-BAY CITY	25,000	24,790	99
TUSCOLA	D FLINT-SAGINAW-BAY CITY	19,600	19,450	99
VAN BUREN	MC GRAND RAPIDS-KALMZOO-B.CRK	25,800	25,530	99
WASHTENAW	A DETROIT	106,200	103,560	98
WAYNE	MA DETROIT	771,300	762,740	99
WEXFORD	MD TRAVERSE CITY-CADILLAC	10,100	10,010	99
	STATE TOTAL	3,449,200	3,409,690	
MINNESOTA				
AITKIN	D DULUTH-SUPERIOR	5,100	4,970	97
ANOKA	MA MINNEAPOLIS-ST. PAUL	86,000	85,170	99
BECKER	D FARGO-VALLEY CITY	10,500	10,210	97
BELTRAMI	D MINNEAPOLIS-ST. PAUL	12,100	11,610	96
BENTON	C MINNEAPOLIS-ST. PAUL	11,300	11,180	99
BIG STONE	D MINNEAPOLIS-ST. PAUL	2,400	2,340	98
BL ERTH-NCL-S	MD MANKATO	23,800	23,400	98
BROWN	MD MANKATO	10,300	10,180	99
CARLTON	MD DULUTH-SUPERIOR	10,900	10,810	99
CARVER	MA MINNEAPOLIS-ST. PAUL	17,400	17,340	100
CASS	D MINNEAPOLIS-ST. PAUL	8,300	8,160	98
CHIPPEWA	D MINNEAPOLIS-ST. PAUL	5,200	5,150	99
CHISAGO	MA MINNEAPOLIS-ST. PAUL	10,900	10,830	99
CLAY	C FARGO-VALLEY CITY	17,600	17,450	99
CLEARWATER	D FARGO-VALLEY CITY	3,100	2,990	96
COOK	D DULUTH-SUPERIOR	1,600	1,530	96
COTTONWOOD	D MINNEAPOLIS-ST. PAUL	5,000	4,910	98
CROW WING	D MINNEAPOLIS-ST. PAUL	17,600	17,210	98
DAKOTA	MA MINNEAPOLIS-ST. PAUL	106,100	105,590	100
DODGE	D ROCHESTR-MASON CITY-AUSTIN	5,600	5,530	99
DOUGLAS	D MINNEAPOLIS-ST. PAUL	11,100	10,930	98
FARIBAULT	D ROCHESTR-MASON CITY-AUSTIN	6,600	6,530	99
FILLMORE	D ROCHESTR-MASON CITY-AUSTIN	7,800	7,700	99
FREEBORN	D ROCHESTR-MASON CITY-AUSTIN	12,900	12,820	99
GOODHUE	D MINNEAPOLIS-ST. PAUL	15,400	15,220	99
GRANT	D MINNEAPOLIS-ST. PAUL	2,400	2,390	100
HENNEPIN	MA MINNEAPOLIS-ST. PAUL	430,500	425,030	99
HOUSTON	D LA CROSSE-EAU CLAIRE	6,900	6,810	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MINNESOTA (CONT'D)				
HUBBARD	D MINNEAPOLIS-ST. PAUL	5,900	5,810	98
ISANTI	MA MINNEAPOLIS-ST. PAUL	9,100	8,970	99
ITASCA	D DULUTH-SUPERIOR	15,400	15,190	99
JACKSON	D MINNEAPOLIS-ST. PAUL	4,400	4,350	99
KANABEC	D MINNEAPOLIS-ST. PAUL	4,900	4,780	98
KANDIYOHI	D MINNEAPOLIS-ST. PAUL	14,500	14,270	98
KITTSON	D FARGO-VALLEY CITY	2,200	2,120	96
KOOCHICHING	D DULUTH-SUPERIOR	5,900	5,730	97
LAC QUI PARLE	D MINNEAPOLIS-ST. PAUL	3,400	3,360	99
LAKE	D DULUTH-SUPERIOR	4,100	4,060	99
LAKE OF WOODS	D FARGO-VALLEY CITY	1,600	1,530	96
LE SUEUR	D MINNEAPOLIS-ST. PAUL	8,500	8,320	98
LINCOLN	D SIOUX FALLS(MITCHELL)	2,600	2,580	99
LYON	D MINNEAPOLIS-ST. PAUL	9,100	9,030	99
MCLEOD	D MINNEAPOLIS-ST. PAUL	12,100	11,970	99
MAHNOMEN	D FARGO-VALLEY CITY	1,800	1,780	99
MARSHALL	D FARGO-VALLEY CITY	4,100	4,050	99
MARTIN	MD MANKATO	9,000	8,900	99
MEEKER	D MINNEAPOLIS-ST. PAUL	7,700	7,590	99
MILLE LACS	D MINNEAPOLIS-ST. PAUL	7,000	6,850	98
MORRISON	D MINNEAPOLIS-ST. PAUL	10,500	10,380	99
MOWER	D ROCHESTR-MASON CITY-AUSTIN	14,900	14,790	99
MURRAY	D SIOUX FALLS(MITCHELL)	3,700	3,670	99
NICOLLET-N	D MINNEAPOLIS-ST. PAUL	5,100	5,030	99
NOBLES	D SIOUX FALLS(MITCHELL)	7,600	7,510	99
NORMAN	D FARGO-VALLEY CITY	3,100	3,040	98
OLMSTED	C ROCHESTR-MASON CITY-AUSTIN	41,200	40,480	98
OTTER TAIL	D FARGO-VALLEY CITY	19,600	19,300	98
PENNINGTON	D FARGO-VALLEY CITY	5,100	4,960	97
PINE	D MINNEAPOLIS-ST. PAUL	7,700	7,560	98
PIPESTONE	D SIOUX FALLS(MITCHELL)	4,100	4,010	98
POLK	D FARGO-VALLEY CITY	11,900	11,710	98
POPE	D MINNEAPOLIS-ST. PAUL	4,100	4,080	100
RAMSEY	MA MINNEAPOLIS-ST. PAUL	192,600	189,650	98
RED LAKE	D FARGO-VALLEY CITY	1,700	1,680	99
REDWOOD	D MINNEAPOLIS-ST. PAUL	6,500	6,450	99
RENVILLE	D MINNEAPOLIS-ST. PAUL	6,700	6,600	99
RICE	D MINNEAPOLIS-ST. PAUL	16,600	16,410	99
ROCK	D SIOUX FALLS(MITCHELL)	3,700	3,640	98
ROSEAU	D FARGO-VALLEY CITY	5,600	5,440	97
ST LOUIS	MB DULUTH-SUPERIOR	78,100	77,160	99
SCOTT	MA MINNEAPOLIS-ST. PAUL	20,400	20,240	99
SHERBURNE	C MINNEAPOLIS-ST. PAUL	14,300	14,120	99
SIBLEY	D MINNEAPOLIS-ST. PAUL	5,300	5,240	99
STEARNS	C MINNEAPOLIS-ST. PAUL	40,600	40,020	99
STEELE	D MINNEAPOLIS-ST. PAUL	11,400	11,280	99
STEVENS	D MINNEAPOLIS-ST. PAUL	3,800	3,600	95
SWIFT	D MINNEAPOLIS-ST. PAUL	4,200	4,140	99
TODD	D MINNEAPOLIS-ST. PAUL	8,600	8,500	99
TRAVERSE	D MINNEAPOLIS-ST. PAUL	1,700	1,680	99
WABASHA	D MINNEAPOLIS-ST. PAUL	7,300	7,170	98
WADENA	D MINNEAPOLIS-ST. PAUL	4,900	4,720	96
WASECA	D MINNEAPOLIS-ST. PAUL	6,700	6,620	99
WASHINGTON	MA MINNEAPOLIS-ST. PAUL	51,700	51,340	99
WATONWAN	MD MANKATO	4,500	4,450	99
WILKIN	D FARGO-VALLEY CITY	2,800	2,790	100
WINONA	D LA CROSSE-EAU CLAIRE	17,000	16,690	98
WRIGHT	MA MINNEAPOLIS-ST. PAUL	23,900	23,580	99
YELLOW MED	D MINNEAPOLIS-ST. PAUL	4,600	4,470	97
	STATE TOTAL	1,681,500	1,659,430	
MISSISSIPPI				
ADAMS	D JACKSON, MS	13,100	12,770	97
ALCORN	D MEMPHIS	12,300	12,010	98
AMITE	D BATON ROUGE	4,800	4,660	97
ATTALA	D JACKSON, MS	6,900	6,740	98
BENTON	D MEMPHIS	2,800	2,740	98
BOLIVAR	D GREENWOOD-GREENVILLE	13,000	12,600	97
CALHOUN	D COLUMBUS-TUPELO-WEST POINT	5,700	5,580	98
CARROLL	D GREENWOOD-GREENVILLE	3,400	3,310	97
CHICKASAW	D COLUMBUS-TUPELO-WEST POINT	6,500	6,320	97
CHOCTAW	D COLUMBUS-TUPELO-WEST POINT	3,200	3,080	96
CLAIBORNE	D JACKSON, MS	3,400	3,260	96
CLARKE	MD MERIDIAN	6,400	6,250	98
CLAY	D COLUMBUS-TUPELO-WEST POINT	7,300	7,140	98
COAHOMA	D MEMPHIS	10,200	9,830	96
COPIAH	D JACKSON, MS	9,400	9,150	97

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MISSISSIPPI (CONT'D)				
COVINGTON	D HATTIESBURG-LAUREL	5,800	5,610	97
DE SOTO	MB MEMPHIS	25,200	24,840	99
FORREST	C HATTIESBURG-LAUREL	25,200	24,700	98
FRANKLIN	D JACKSON, MS	3,100	2,870	93
GEORGE	D MOBILE-PENSACOLA	5,800	5,680	98
GREENE	D MOBILE-PENSACOLA	3,300	3,140	95
GRENADA	D GREENWOOD-GREENVILLE	7,800	7,630	98
HANCOCK	C NEW ORLEANS	12,300	12,080	98
HARRISON	MC BILOXI-GULFPORT	59,500	58,630	99
HINDS	MB JACKSON, MS	90,500	89,160	99
HOLMES	D JACKSON, MS	7,100	6,850	96
HUMPHREYS	D JACKSON, MS	3,800	3,720	98
ISSAQUENA	D JACKSON, MS	600	590	98
ITAWAMBA	D COLUMBUS-TUPELO-WEST POINT	7,500	7,380	98
JACKSON	MC BILOXI-GULFPORT	40,500	40,010	99
JASPER	D HATTIESBURG-LAUREL	5,900	5,740	97
JEFFERSON	D JACKSON, MS	2,800	2,720	97
JEFF DAVIS	D JACKSON, MS	4,800	4,720	98
JONES	C HATTIESBURG-LAUREL	22,500	22,160	98
KEMPER	MD MERIDIAN	3,700	3,550	96
LAFAYETTE	D MEMPHIS	11,100	10,960	99
LAMAR	D HATTIESBURG-LAUREL	11,100	10,770	97
LAUDERDALE	MC MERIDIAN	28,200	27,700	98
LAWRENCE	D JACKSON, MS	4,500	4,390	98
LEAKE	D JACKSON, MS	6,800	6,660	98
LEE	C COLUMBUS-TUPELO-WEST POINT	25,000	24,700	99
LEFLORE	D GREENWOOD-GREENVILLE	12,500	12,180	97
LINCOLN	D JACKSON, MS	11,100	10,790	97
LOWNDES	C COLUMBUS-TUPELO-WEST POINT	21,400	21,110	99
MADISON	MB JACKSON, MS	20,500	20,060	98
MARION	D HATTIESBURG-LAUREL	9,000	8,730	97
MARSHALL	D MEMPHIS	10,200	9,900	97
MONROE	D COLUMBUS-TUPELO-WEST POINT	13,300	13,060	98
MONTGOMERY	D COLUMBUS-TUPELO-WEST POINT	4,500	4,390	98
NESHOBA	D MERIDIAN	8,900	8,610	97
NEWTON	D MERIDIAN	7,300	7,130	98
NOXUBEE	D COLUMBUS-TUPELO-WEST POINT	4,100	3,900	95
OKTIBBEHA	D COLUMBUS-TUPELO-WEST POINT	13,000	12,790	98
PANOLA	D MEMPHIS	10,300	10,120	98
PEARL RIVER	D NEW ORLEANS	14,000	13,790	99
PERRY	D HATTIESBURG-LAUREL	3,800	3,690	97
PIKE	D JACKSON, MS	13,300	12,950	97
PONTOTOC	D COLUMBUS-TUPELO-WEST POINT	8,500	8,270	97
PRENTISS	D COLUMBUS-TUPELO-WEST POINT	8,600	8,450	98
QUITMAN	D MEMPHIS	3,400	3,280	96
RANKIN	MB JACKSON, MS	31,000	30,480	98
SCOTT	D JACKSON, MS	8,600	8,430	98
SHARKEY	D JACKSON, MS	2,000	1,930	97
SIMPSON	D JACKSON, MS	8,400	8,200	98
SMITH	D JACKSON, MS	5,300	5,210	98
STONE	MD BILOXI-GULFPORT	3,800	3,690	97
SUNFLOWER	D GREENWOOD-GREENVILLE	9,500	9,280	98
TALLAHATCHIE	D GREENWOOD-GREENVILLE	5,100	4,920	96
TATE	D MEMPHIS	7,100	6,930	98
TIPPAH	D MEMPHIS	7,300	7,160	98
TISHOMINGO	D COLUMBUS-TUPELO-WEST POINT	7,100	6,920	97
TUNICA	D MEMPHIS	2,500	2,430	97
UNION	D COLUMBUS-TUPELO-WEST POINT	8,400	8,290	99
WALTHALL	D JACKSON, MS	5,000	4,760	95
WARREN	D JACKSON, MS	17,200	16,850	98
WASHINGTON	C GREENWOOD-GREENVILLE	22,400	21,760	97
WAYNE	D HATTIESBURG-LAUREL	6,900	6,740	98
WEBSTER	D COLUMBUS-TUPELO-WEST POINT	3,800	3,720	98
WILKINSON	D BATON ROUGE	3,300	3,200	97
WINSTON	D COLUMBUS-TUPELO-WEST POINT	7,000	6,900	99
YALOBUSHA	D COLUMBUS-TUPELO-WEST POINT	4,600	4,470	97
YAZOO	D JACKSON, MS	8,700	8,500	98
	STATE TOTAL	915,500	896,370	
MISSOURI				
ADAIR	D OTTUMWA-KIRKSVILLE	9,000	8,810	98
ANDREW	MD ST. JOSEPH	5,500	5,470	99
ATCHISON	D OMAHA	2,900	2,860	99
AUDRAIN	D COLUMBIA-JEFFERSON CITY	9,100	8,920	98
BARRY	D SPRINGFIELD, MO	11,100	10,890	98
BARTON	D JOPLIN-PITTSBURG	4,600	4,540	99
BATES	D KANSAS CITY	6,000	5,820	97

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MISSOURI (CONT'D)				
BENTON	D SPRINGFIELD, MO	5,900	5,790	98
BOLLINGER	D PADUCAH-C.GIRARDEAU-HARRBG	4,000	3,900	98
BOONE	MC COLUMBIA-JEFFERSON CITY	42,700	41,820	98
BUCHANAN	MC ST. JOSEPH	32,300	31,940	99
BUTLER	D PADUCAH-C.GIRARDEAU-HARRBG	15,400	15,090	98
CALDWELL	D KANSAS CITY	3,200	3,130	98
CALLAWAY	MD COLUMBIA-JEFFERSON CITY	11,700	11,470	98
CAMDEN	D SPRINGFIELD, MO	11,800	11,540	98
CPE GIRARDEAU	C PADUCAH-C.GIRARDEAU-HARRBG	23,700	23,410	99
CARROLL	D KANSAS CITY	4,200	4,120	98
CARTER	D PADUCAH-C.GIRARDEAU-HARRBG	2,200	2,140	97
CASS	MB KANSAS CITY	23,800	23,440	98
CEDAR	D SPRINGFIELD, MO	5,000	4,860	97
CHARITON	D COLUMBIA-JEFFERSON CITY	3,600	3,530	98
CHRISTIAN	MB SPRINGFIELD, MO	12,700	12,350	97
CLARK	MD QUINCY-HANNIBAL-KEOKUK	2,800	2,770	99
CLAY	MB KANSAS CITY	60,400	59,890	99
CLINTON	D KANSAS CITY	6,200	6,120	99
COLE	MC COLUMBIA-JEFFERSON CITY	23,300	23,030	99
COOPER	D COLUMBIA-JEFFERSON CITY	5,300	5,200	98
CRAWFORD	D ST. LOUIS	7,500	7,370	98
DADE	D SPRINGFIELD, MO	3,000	2,960	99
DALLAS	MD SPRINGFIELD, MO	5,000	4,840	97
DAVIESS	D KANSAS CITY	3,000	2,850	95
DE KALB	MD ST. JOSEPH	3,100	3,060	99
DENT	D SPRINGFIELD, MO	5,300	5,170	98
DOUGLAS	D SPRINGFIELD, MO	4,700	4,380	93
DUNKLIN	D PADUCAH-C.GIRARDEAU-HARRBG	13,000	12,730	98
FRANKLIN	MA ST. LOUIS	29,400	28,920	98
GASCONADE	D ST. LOUIS	5,600	5,510	98
GENTRY	D KANSAS CITY	2,700	2,630	97
GREENE	MB SPRINGFIELD, MO	83,000	81,650	98
GRUNDY	D KANSAS CITY	4,200	4,160	99
HARRISON	D ST. JOSEPH	3,500	3,440	98
HENRY	D KANSAS CITY	8,200	7,990	97
HICKORY	D SPRINGFIELD, MO	3,300	3,250	98
HOLT	MD ST. JOSEPH	2,400	2,370	99
HOWARD	D COLUMBIA-JEFFERSON CITY	3,500	3,470	99
HOWELL	D SPRINGFIELD, MO	12,500	12,220	98
IRON	D ST. LOUIS	4,000	3,950	99
JACKSON	MB KANSAS CITY	254,700	250,120	98
JASPER	MC JOPLIN-PITTSBURG	36,500	35,880	98
JEFFERSON	MA ST. LOUIS	61,200	60,520	99
JOHNSON	D KANSAS CITY	14,900	14,570	98
KNOX	D QUINCY-HANNIBAL-KEOKUK	1,700	1,660	98
LACLEDE	D SPRINGFIELD, MO	10,600	10,290	97
LAFAYETTE	MB KANSAS CITY	11,900	11,760	99
LAWRENCE	D SPRINGFIELD, MO	11,900	11,700	98
LEWIS	MD QUINCY-HANNIBAL-KEOKUK	3,600	3,540	98
LINCOLN	D ST. LOUIS	10,800	10,650	99
LINN	D KANSAS CITY	5,600	5,530	99
LIVINGSTON	D KANSAS CITY	5,600	5,530	99
MCDONALD	D JOPLIN-PITTSBURG	6,500	6,310	97
MACON	D QUINCY-HANNIBAL-KEOKUK	6,100	6,000	98
MADISON	D ST. LOUIS	4,400	4,200	95
MARIES	D COLUMBIA-JEFFERSON CITY	3,100	2,950	95
MARION	MD QUINCY-HANNIBAL-KEOKUK	10,700	10,530	98
MERCER	D DES MOINES-AMES	1,500	1,480	99
MILLER	D COLUMBIA-JEFFERSON CITY	8,100	7,970	98
MISSISSIPPI	D PADUCAH-C.GIRARDEAU-HARRBG	5,400	5,300	98
MONITEAU	D COLUMBIA-JEFFERSON CITY	4,600	4,500	98
MONROE	D QUINCY-HANNIBAL-KEOKUK	3,400	3,370	99
MONTGOMERY	D ST. LOUIS	4,400	4,340	99
MORGAN	D COLUMBIA-JEFFERSON CITY	6,400	6,120	96
NEW MADRID	D PADUCAH-C.GIRARDEAU-HARRBG	7,600	7,440	98
NEWTON	MC JOPLIN-PITTSBURG	17,200	16,980	99
NODAWAY	D ST. JOSEPH	7,600	7,470	98
OREGON	D SPRINGFIELD, MO	3,800	3,680	97
OSAGE	D COLUMBIA-JEFFERSON CITY	4,300	4,270	99
OZARK	D SPRINGFIELD, MO	3,500	3,410	97
PEMISCOT	D MEMPHIS	8,100	7,950	98
PERRY	D ST. LOUIS	6,100	6,030	99
PETTIS	D KANSAS CITY	14,100	13,850	98
PHELPS	D SPRINGFIELD, MO	13,500	13,080	97
PIKE	D ST. LOUIS	6,100	6,000	98
PLATTE	MB KANSAS CITY	23,200	23,010	99
POLK	MD SPRINGFIELD, MO	8,300	8,130	98
PULASKI	D SPRINGFIELD, MO	12,200	12,090	99
PUTNAM	D OTTUMWA-KIRKSVILLE	2,100	2,050	98
RALLS	D QUINCY-HANNIBAL-KEOKUK	3,200	3,180	99
RANDOLPH	D COLUMBIA-JEFFERSON CITY	8,900	8,760	98
RAY	MB KANSAS CITY	8,200	8,110	99
REYNOLDS	D PADUCAH-C.GIRARDEAU-HARRBG	2,500	2,410	96
RIPLEY	D JONESBORO	4,800	4,560	95
ST CHARLES	MA ST. LOUIS	80,400	79,710	99
ST CLAIR	D SPRINGFIELD, MO	3,500	3,410	97
ST FRANCOIS	D ST. LOUIS	18,300	18,100	99
ST LOUIS	MA ST. LOUIS	386,600	380,990	99
STE GENEVIEVE	D ST. LOUIS	5,900	5,810	98
SALINE	D KANSAS CITY	8,900	8,700	98
SCHUYLER	D OTTUMWA-KIRKSVILLE	1,700	1,670	98
SCOTLAND	D QUINCY-HANNIBAL-KEOKUK	2,000	1,950	98
SCOTT	D PADUCAH-C.GIRARDEAU-HARRBG	14,900	14,750	99
SHANNON	D SPRINGFIELD, MO	3,000	2,790	93
SHELBY	D QUINCY-HANNIBAL-KEOKUK	2,800	2,760	99
STODDARD	D PADUCAH-C.GIRARDEAU-HARRBG	11,400	11,210	98
STONE	D SPRINGFIELD, MO	8,200	8,080	99
SULLIVAN	D OTTUMWA-KIRKSVILLE	2,600	2,560	98
TANEY	D SPRINGFIELD, MO	10,600	10,360	98
TEXAS	D SPRINGFIELD, MO	8,500	8,170	96
VERNON	D JOPLIN-PITTSBURG	7,300	7,210	99
WARREN	D ST. LOUIS	7,400	7,250	98
WASHINGTON	D ST. LOUIS	7,100	6,970	98
WAYNE	D PADUCAH-C.GIRARDEAU-HARRBG	4,700	4,640	99
WEBSTER	MD SPRINGFIELD, MO	8,700	8,540	98
WORTH	D ST. JOSEPH	1,000	990	99
WRIGHT	D SPRINGFIELD, MO	6,600	6,380	97
ST LOUIS-IND	MA ST. LOUIS	161,500	158,690	98
	STATE TOTAL	1,987,800	1,954,740	
MONTANA				
BEAVERHEAD	D BUTTE	3,200	2,960	93
BIG HORN	D BILLINGS	3,400	3,280	96
BLAINE	D GREAT FALLS	2,400	2,300	96
BROADWATER	D BUTTE	1,300	1,270	98
CARBON	D BILLINGS	3,200	3,020	94
CARTER	D RAPID CITY	600	570	95
CASCADE	MC GREAT FALLS	30,100	29,580	98
CHOUTEAU	D GREAT FALLS	2,100	2,070	99
CUSTER	D BILLINGS	4,600	4,460	97
DANIELS	D MINOT-BISMARCK-DICKINSON	900	890	99
DAWSON	D GLENDIVE	3,500	3,420	98
DEER LODGE	MD BUTTE	4,000	3,930	98
FALLON	D DENVER	1,100	1,060	96
FERGUS	D GREAT FALLS	4,500	4,280	95
FLATHEAD	C MISSOULA	23,200	22,290	96
GALLATIN	D BUTTE	19,300	18,390	95
GARFIELD	D BILLINGS	600	580	97
GLACIER	D GREAT FALLS	3,900	3,790	97
GOLDEN VALLEY	D BILLINGS	300	280	93
GRANITE	D MISSOULA	1,000	970	97
HILL	D GREAT FALLS	6,400	6,110	95
JEFFERSON	D BUTTE	3,000	2,930	98
JUDITH BASIN	D GREAT FALLS	900	880	98
LAKE	MD MISSOULA	7,900	7,760	98
LEWIS & CLARK	D HELENA	18,900	18,390	97
LIBERTY	D GREAT FALLS	800	780	98
LINCOLN	D SPOKANE	6,700	6,310	94
MCCONE	D MINOT-BISMARCK-DICKINSON	800	750	94
MADISON	D BUTTE	2,400	2,320	97
MEAGHER	D GREAT FALLS	700	690	99
MINERAL	D MISSOULA	1,300	1,270	98
MISSOULA	MC MISSOULA	31,000	29,730	96
MUSSELSHELL	D BILLINGS	1,600	1,540	96
PARK	D BILLINGS	5,600	5,200	93
PETROLEUM	D BILLINGS	200	200	100
PHILLIPS	D GREAT FALLS	1,900	1,820	96
PONDERA	D GREAT FALLS	2,200	2,130	97
POWDER RIVER	D RAPID CITY	800	770	96
POWELL	D BUTTE	2,200	2,140	97
PRAIRIE	D GLENDIVE	500	470	94
RAVALLI	MD MISSOULA	9,900	9,680	98
RICHLAND	D MINOT-BISMARCK-DICKINSON	3,800	3,750	99
ROOSEVELT	D MINOT-BISMARCK-DICKINSON	3,700	3,600	97
ROSEBUD	D BILLINGS	3,400	3,280	96
SANDERS	D SPOKANE	3,400	3,280	96
SHERIDAN	D MINOT-BISMARCK-DICKINSON	1,900	1,830	96

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MONTANA (CONT'D)				
SILVER BOW	MD BUTTE	13,700	13,460	98
STILLWATER	D BILLINGS	2,600	2,550	98
SWEET GRASS	D BILLINGS	1,300	1,180	91
TETON	D GREAT FALLS	2,400	2,330	97
TOOLE	D GREAT FALLS	1,900	1,860	98
TREASURE	D BILLINGS	400	380	95
VALLEY	D GREAT FALLS	3,200	3,140	98
WHEATLAND	D BILLINGS	800	780	98
WIBAUX	D MINOT-BISMARCK-DICKINSON	500	490	98
YELLOWSTONE	MC BILLINGS	44,500	43,780	98
	STATE TOTAL	306,400	296,950	
NEBRASKA				
ADAMS	MD LINCOLN & HSTNGS-KRNYPLUS	11,500	11,410	99
ANTELOPE	D SIOUX CITY	3,000	2,930	98
ARTHUR	D NORTH PLATTE	200	190	95
BANNER	D CHEYENNE-SCOTTSBLUF-STRLNG	300	300	100
BLAINE	D NORTH PLATTE	300	290	97
BOONE	D LINCOLN & HSTNGS-KRNYPLUS	2,500	2,440	98
BOX BUTTE	D DENVER	4,800	4,730	99
BOYD	D LINCOLN & HSTNGS-KRNYPLUS	1,100	1,070	97
BROWN	D LINCOLN & HSTNGS-KRNYPLUS	1,400	1,350	96
BUFFALO	MD LINCOLN & HSTNGS-KRNYPLUS	13,900	13,730	99
BURT	D OMAHA	3,100	3,080	99
BUTLER	D OMAHA	3,200	3,160	99
CASS	D OMAHA	7,900	7,850	99
CEDAR	D SIOUX CITY	3,600	3,570	99
CHASE	D LINCOLN & HSTNGS-KRNYPLUS	1,700	1,680	99
CHERRY	D SIOUX FALLS(MITCHELL)	2,400	2,320	97
CHEYENNE	D DENVER	3,800	3,740	98
CLAY	D LINCOLN & HSTNGS-KRNYPLUS	2,700	2,680	99
COLFAX	D OMAHA	3,500	3,390	97
CUMING	D OMAHA	3,800	3,750	99
CUSTER	D LINCOLN & HSTNGS-KRNYPLUS	4,900	4,780	98
DAKOTA	MC SIOUX CITY	6,000	5,960	99
DAWES	D DENVER	3,300	3,180	96
DAWSON	D LINCOLN & HSTNGS-KRNYPLUS	7,700	7,590	99
DEUEL	D DENVER	900	880	98
DIXON	D SIOUX CITY	2,300	2,290	100
DODGE	D OMAHA	13,500	13,340	99
DOUGLAS	MB OMAHA	163,000	160,770	99
DUNDY	D WICHITA-HUTCHINSON PLUS	1,100	1,060	96
FILLMORE	D LINCOLN & HSTNGS-KRNYPLUS	2,800	2,760	99
FRANKLIN	D LINCOLN & HSTNGS-KRNYPLUS	1,600	1,580	99
FRONTIER	D LINCOLN & HSTNGS-KRNYPLUS	1,200	1,190	99
FURNAS	D LINCOLN & HSTNGS-KRNYPLUS	2,300	2,230	97
GAGE	D LINCOLN & HSTNGS-KRNYPLUS	9,000	8,920	99
GARDEN	D RAPID CITY	1,000	970	97
GARFIELD	D LINCOLN & HSTNGS-KRNYPLUS	900	890	99
GOSPER	D LINCOLN & HSTNGS-KRNYPLUS	800	800	100
GRANT	D RAPID CITY	300	300	100
GREELEY	D LINCOLN & HSTNGS-KRNYPLUS	1,100	1,080	98
HALL	MD LINCOLN & HSTNGS-KRNYPLUS	18,700	18,530	99
HAMILTON	D LINCOLN & HSTNGS-KRNYPLUS	3,200	3,160	99
HARLAN	D LINCOLN & HSTNGS-KRNYPLUS	1,600	1,570	98
HAYES	D LINCOLN & HSTNGS-KRNYPLUS	500	500	100
HITCHCOCK	D WICHITA-HUTCHINSON PLUS	1,500	1,480	99
HOLT	D LINCOLN & HSTNGS-KRNYPLUS	4,700	4,600	98
HOOKER	D NORTH PLATTE	300	290	97
HOWARD	D LINCOLN & HSTNGS-KRNYPLUS	2,300	2,270	99
JEFFERSON	D LINCOLN & HSTNGS-KRNYPLUS	3,600	3,560	99
JOHNSON	D OMAHA	1,900	1,880	99
KEARNEY	D LINCOLN & HSTNGS-KRNYPLUS	2,500	2,480	99
KEITH	D DENVER	3,400	3,330	98
KEYA PAHA	D LINCOLN & HSTNGS-KRNYPLUS	400	390	98
KIMBALL	D DENVER	1,600	1,590	99
KNOX	D SIOUX CITY	3,700	3,650	99
LANCASTER	MC LINCOLN & HSTNGS-KRNYPLUS	84,500	83,210	98
LINCOLN	D NORTH PLATTE	12,600	12,440	99
LOGAN	D NORTH PLATTE	300	300	100
LOUP	D LINCOLN & HSTNGS-KRNYPLUS	300	300	100
MCPHERSON	D NORTH PLATTE	200	200	100
MADISON	D SIOUX CITY	12,400	12,240	99
MERRICK	D LINCOLN & HSTNGS-KRNYPLUS	3,000	2,960	99
MORRILL	D RAPID CITY	2,100	2,070	99
NANCE	D LINCOLN & HSTNGS-KRNYPLUS	1,600	1,570	98
NEMAHA	D OMAHA	3,100	3,060	99
NUCKOLLS	D LINCOLN & HSTNGS-KRNYPLUS	2,300	2,270	99

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEBRASKA (CONT'D)				
OTOE	D OMAHA	5,600	5,540	99
PAWNEE	D OMAHA	1,400	1,370	98
PERKINS	D LINCOLN & HSTNGS-KRNYPLUS	1,300	1,290	99
PHELPS	D LINCOLN & HSTNGS-KRNYPLUS	3,700	3,670	99
PIERCE	D SIOUX CITY	2,900	2,880	99
PLATTE	D LINCOLN & HSTNGS-KRNYPLUS	11,200	11,100	99
POLK	D LINCOLN & HSTNGS-KRNYPLUS	2,200	2,190	100
RED WILLOW	D LINCOLN & HSTNGS-KRNYPLUS	4,700	4,660	99
RICHARDSON	D OMAHA	4,000	3,900	98
ROCK	D LINCOLN & HSTNGS-KRNYPLUS	800	790	99
SALINE	D LINCOLN & HSTNGS-KRNYPLUS	4,800	4,760	99
SARPY	MB OMAHA	34,900	34,670	99
SAUNDERS	D OMAHA	6,800	6,750	99
SCOTTS BLUFF	D CHEYENNE-SCOTTSBLUF-STRLNG	13,900	13,670	98
SEWARD	D OMAHA	5,500	5,400	98
SHERIDAN	D RAPID CITY	2,600	2,530	97
SHERMAN	D LINCOLN & HSTNGS-KRNYPLUS	1,400	1,390	99
SIOUX	D RAPID CITY	600	600	100
STANTON	D SIOUX CITY	2,200	2,150	98
THAYER	D LINCOLN & HSTNGS-KRNYPLUS	2,600	2,570	99
THOMAS	D NORTH PLATTE	300	290	97
THURSTON	D SIOUX CITY	2,300	2,270	99
VALLEY	D LINCOLN & HSTNGS-KRNYPLUS	2,100	2,070	99
WASHINGTON	MB OMAHA	6,100	6,040	99
WAYNE	D SIOUX CITY	3,300	3,270	99
WEBSTER	D LINCOLN & HSTNGS-KRNYPLUS	1,700	1,670	98
WHEELER	D SIOUX CITY	300	290	97
YORK	D LINCOLN & HSTNGS-KRNYPLUS	5,500	5,440	99
	STATE TOTAL	605,400	597,350	
NEVADA				
CHURCHILL	D RENO	7,000	6,810	97
CLARK	MB LAS VEGAS	310,700	306,350	99
DOUGLAS	D RENO	11,100	10,910	98
ELKO	D SALT LAKE CITY	12,700	12,020	95
ESMERALDA	D RENO	600	560	93
EUREKA	D DENVER	700	660	94
HUMBOLDT	D RENO	4,800	4,610	96
LANDER	D RENO	2,300	2,010	87
LINCOLN	D LAS VEGAS	1,300	1,270	98
LYON	D RENO	8,100	7,840	97
MINERAL	D RENO	2,500	2,400	96
NYE	D LAS VEGAS	7,100	6,820	96
PERSHING	D RENO	1,700	1,670	98
STOREY	D RENO	1,000	980	98
WASHOE	MB RENO	107,000	104,190	97
WHITE PINE	D SALT LAKE CITY	3,400	3,140	92
CARSON CITY	D RENO	16,400	16,030	98
	STATE TOTAL	498,400	488,270	
NEW HAMPSHIRE				
BELKNAP	D BOSTON	19,500	19,080	98
CARROLL	D PORTLAND-AUBURN	15,100	14,700	97
CHESHIRE	C BOSTON	26,700	25,840	97
COOS	D PORTLAND-AUBURN	13,900	13,660	98
GRAFTON	C BURLINGTON-PLATTSBURGH	28,400	27,330	96
HILLSBOROUGH	B BOSTON	129,000	127,740	99
MERRIMACK	C BOSTON	46,500	45,700	98
ROCKINGHAM	B BOSTON	93,000	92,040	99
STRAFFORD	B BOSTON	39,100	38,510	98
SULLIVAN	D BURLINGTON-PLATTSBURGH	15,200	14,770	97
	STATE TOTAL	426,400	419,370	
NEW JERSEY				
ATLANTIC	B PHILADELPHIA	87,000	86,020	99
BERGEN	MA NEW YORK	308,000	304,610	99
BURLINGTON	MA PHILADELPHIA	139,800	138,840	99
CAMDEN	MA PHILADELPHIA	181,900	180,500	99
CAPE MAY	B PHILADELPHIA	38,800	38,340	99
CUMBERLAND	A PHILADELPHIA	47,400	46,830	99
ESSEX	MA NEW YORK	275,000	270,930	99
GLOUCESTER	MA PHILADELPHIA	80,900	80,320	99
HUDSON	MA NEW YORK	206,100	203,590	99
HUNTERDON	A NEW YORK	39,100	38,670	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEW JERSEY (CONT'D)				
MERCER	A PHILADELPHIA	118,800	117,480	99
MIDDLESEX	MA NEW YORK	243,700	242,070	99
MONMOUTH	A NEW YORK	202,900	201,400	99
MORRIS	MA NEW YORK	149,700	148,550	99
OCEAN	A NEW YORK	174,400	172,310	99
PASSAIC	MA NEW YORK	154,900	152,860	99
SALEM	A PHILADELPHIA	24,000	23,850	99
SOMERSET	MA NEW YORK	92,300	91,450	99
SUSSEX	A NEW YORK	45,400	45,020	99
UNION	MA NEW YORK	180,200	178,090	99
WARREN	B NEW YORK	34,600	34,160	99
	STATE TOTAL	2,824,900	2,795,890	
NEW MEXICO				
BERNALILLO	MB ALBUQUERQUE-SANTA FE	195,200	191,370	98
CATRON	D ALBUQUERQUE-SANTA FE	1,000	810	81
CHAVES	C ALBUQUERQUE-SANTA FE	20,700	20,290	98
CIBOLA	D ALBUQUERQUE-SANTA FE	7,100	6,950	98
COLFAX	D ALBUQUERQUE-SANTA FE	4,900	4,740	97
CURRY	D AMARILLO	15,000	14,790	99
DE BACA	D ALBUQUERQUE-SANTA FE	900	840	93
DONA ANA	C EL PASO	47,400	46,320	98
EDDY	D ALBUQUERQUE-SANTA FE	17,400	17,090	98
GRANT	D ALBUQUERQUE-SANTA FE	9,900	9,610	97
GUADALUPE	D ALBUQUERQUE-SANTA FE	1,500	1,430	95
HARDING	D ALBUQUERQUE-SANTA FE	400	380	95
HIDALGO	D EL PASO	2,000	1,820	91
LEA-N	D ALBUQUERQUE-SANTA FE	16,800	16,580	99
LEA-S	D ODESSA-MIDLAND	2,100	2,070	99
LINCOLN	D ALBUQUERQUE-SANTA FE	4,800	4,540	95
LOS ALAMOS	C ALBUQUERQUE-SANTA FE	7,200	7,060	98
LUNA	D ALBUQUERQUE-SANTA FE	7,000	6,790	97
MCKINLEY	D ALBUQUERQUE-SANTA FE	17,000	15,620	92
MORA	D ALBUQUERQUE-SANTA FE	1,500	1,360	91
OTERO	D ALBUQUERQUE-SANTA FE	18,400	18,140	99
QUAY	D AMARILLO	4,200	4,120	98
RIO ARRIBA	D ALBUQUERQUE-SANTA FE	11,700	10,990	94
ROOSEVELT	D ALBUQUERQUE-SANTA FE	6,000	5,880	98
SANDOVAL	MC ALBUQUERQUE-SANTA FE	22,700	21,950	97
SAN JUAN	C ALBUQUERQUE-SANTA FE	28,800	27,420	95
SAN MIGUEL	D ALBUQUERQUE-SANTA FE	8,800	8,400	95
SANTA FE	C ALBUQUERQUE-SANTA FE	39,400	37,410	95
SIERRA	D ALBUQUERQUE-SANTA FE	4,500	4,190	93
SOCORRO	D ALBUQUERQUE-SANTA FE	5,300	5,030	95
TAOS	D ALBUQUERQUE-SANTA FE	8,900	8,330	94
TORRANCE	D ALBUQUERQUE-SANTA FE	3,900	3,770	97
UNION	D AMARILLO	1,500	1,420	95
VALENCIA	D ALBUQUERQUE-SANTA FE	15,900	15,540	98
	STATE TOTAL	559,800	543,050	
NEW YORK				
ALBANY	MB ALBANY-SCHENECTADY-TROY	116,500	115,230	99
ALLEGANY	D BUFFALO	17,000	16,620	98
BRONX	MA NEW YORK	427,600	419,010	98
BROOME	MB BINGHAMTON	81,700	80,690	99
CATTARAUGUS	C BUFFALO	30,400	29,880	98
CAYUGA	C SYRACUSE	29,300	28,860	98
CHAUTAUQUA	C BUFFALO	53,500	52,620	98
CHEMUNG	C ELMIRA	35,500	35,090	99
CHENANGO	D BINGHAMTON	19,500	19,220	99
CLINTON	MC BURLINGTON-PLATTSBURGH	29,500	29,230	99
COLUMBIA	C ALBANY-SCHENECTADY-TROY	23,900	23,490	98
CORTLAND	D SYRACUSE	17,300	17,050	99
DELAWARE	D BINGHAMTON	17,900	17,400	97
DUTCHESS	B NEW YORK	91,700	90,430	99
ERIE	MB BUFFALO	376,500	372,740	99
ESSEX	MD BURLINGTON-PLATTSBURGH	13,800	13,600	99
FRANKLIN	D BURLINGTON-PLATTSBURGH	16,400	16,090	98
FULTON	C ALBANY-SCHENECTADY-TROY	20,900	20,740	99
GENESEE	C BUFFALO	21,700	21,530	99
GREENE	MB ALBANY-SCHENECTADY-TROY	16,900	16,590	98
HAMILTON	D ALBANY-SCHENECTADY-TROY	2,200	2,180	99
HERKIMER	B UTICA	25,000	24,750	99
JEFFERSON	MC WATERTOWN	40,400	40,090	99
KINGS	MA NEW YORK	832,800	810,150	97
LEWIS	D WATERTOWN	9,500	9,350	98
NEW YORK (CONT'D)				
LIVINGSTON	B ROCHESTER, NY	21,500	21,250	99
MADISON	MB SYRACUSE	23,800	23,470	99
MONROE	MB ROCHESTER, NY	273,500	270,680	99
MONTGOMERY	MB ALBANY-SCHENECTADY-TROY	20,200	20,020	99
NASSAU	MA NEW YORK	430,300	427,290	99
NEW YORK	MA NEW YORK	725,100	689,720	95
NIAGARA	MB BUFFALO	85,100	84,370	99
ONONDAGA	MB SYRACUSE	178,500	176,800	99
ONTARIO	B ROCHESTER, NY	35,300	34,910	99
ORANGE	A NEW YORK	105,100	103,460	98
ORLEANS	B BUFFALO	14,700	14,480	99
OSWEGO	MB SYRACUSE	43,100	42,730	99
OTSEGO	C UTICA	22,000	21,570	98
PUTNAM	MA NEW YORK	28,600	28,450	99
QUEENS	MA NEW YORK	725,600	716,310	99
RENSSELAER	MB ALBANY-SCHENECTADY-TROY	57,900	57,100	99
RICHMOND	MA NEW YORK	133,500	132,390	99
ROCKLAND	MA NEW YORK	85,000	83,660	98
ST LAWRENCE-E	C BURLINGTON-PLATTSBURGH	13,100	12,900	98
ST LAWRENCE-W	C WATERTOWN	24,700	24,310	98
SARATOGA	MB ALBANY-SCHENECTADY-TROY	70,200	69,480	99
SCHENECTADY	MB ALBANY-SCHENECTADY-TROY	59,300	58,650	99
SCHOHARIE	D ALBANY-SCHENECTADY-TROY	11,400	11,190	98
SCHUYLER	D ELMIRA	6,900	6,730	98
SENECA	D SYRACUSE	12,300	12,170	99
STEUBEN	C ELMIRA	37,600	36,780	98
SUFFOLK	MA NEW YORK	429,700	426,310	99
SULLIVAN	C NEW YORK	25,100	23,420	93
TIOGA	MB BINGHAMTON	19,100	18,770	98
TOMPKINS	C SYRACUSE	33,800	31,080	92
ULSTER	C NEW YORK	61,600	59,700	97
WARREN	C ALBANY-SCHENECTADY-TROY	23,000	22,690	99
WASHINGTON	C ALBANY-SCHENECTADY-TROY	20,700	20,470	99
WAYNE	B ROCHESTER, NY	32,400	32,140	99
WESTCHESTER	MA NEW YORK	321,000	317,050	99
WYOMING	D BUFFALO	14,100	13,950	99
YATES	D SYRACUSE	8,500	8,380	99
ONEIDA-E	B UTICA	54,000	53,350	99
ONEIDA-W	B SYRACUSE	38,500	38,080	99
	STATE TOTAL	6,693,200	6,568,890	
NORTH CAROLINA				
ALAMANCE	C GREENSBORO-H.POINT-W.SALEM	43,500	42,950	99
ALEXANDER	B CHARLOTTE	10,500	10,360	99
ALLEGHANY	D GREENSBORO-H.POINT-W.SALEM	3,900	3,850	99
ANSON	D CHARLOTTE	8,500	8,400	99
ASHE	D CHARLOTTE	8,900	8,540	96
AVERY	D TRI-CITIES, TN-VA	5,600	5,460	98
BEAUFORT	MD GREENVILLE-N.BERN-WASHNGTN	16,300	16,060	99
BERTIE	D GREENVILLE-N.BERN-WASHNGTN	7,400	7,180	97
BLADEN	D WILMINGTON	10,800	10,580	98
BRUNSWICK	MC WILMINGTON	21,100	20,620	98
BUNCOMBE	MC GREENVILLE-SPART-ASHEVILLE	72,000	70,500	98
BURKE	B CHARLOTTE	29,500	29,010	98
CABARRUS	MB CHARLOTTE	38,400	38,000	99
CALDWELL	C CHARLOTTE	27,600	27,280	99
CAMDEN	D NORFOLK-PORTSMTH-NEWPT NWS	2,200	2,180	99
CARTERET	C GREENVILLE-N.BERN-WASHNGTN	21,900	21,460	98
CASWELL	D GREENSBORO-H.POINT-W.SALEM	7,500	7,400	99
CATAWBA	B CHARLOTTE	46,700	46,210	99
CHATHAM	D RALEIGH-DURHAM	15,600	15,430	99
CHEROKEE	D CHATTANOOGA	8,200	7,770	95
CHOWAN	D NORFOLK-PORTSMTH-NEWPT NWS	5,200	5,130	99
CLAY	D ATLANTA	3,000	2,930	98
CLEVELAND	C CHARLOTTE	32,300	31,900	99
COLUMBUS	MD WILMINGTON	18,500	18,120	98
CRAVEN	MC GREENVILLE-N.BERN-WASHNGTN	30,100	29,770	99
CUMBERLAND	B RALEIGH-DURHAM	92,700	91,470	99
CURRITUCK	D NORFOLK-PORTSMTH-NEWPT NWS	5,200	5,120	98
DARE	D NORFOLK-PORTSMTH-NEWPT NWS	10,000	9,820	98
DAVIDSON	MB GREENSBORO-H.POINT-W.SALEM	50,000	49,120	98
DAVIE	MB GREENSBORO-H.POINT-W.SALEM	11,000	10,760	98
DUPLIN	D GREENVILLE-N.BERN-WASHNGTN	14,900	14,660	98
DURHAM	MB RALEIGH-DURHAM	74,600	73,210	98
EDGECOMBE	C RALEIGH-DURHAM	20,600	20,200	98
FORSYTH	MB GREENSBORO-H.POINT-W.SALEM	109,600	108,140	99
FRANKLIN	MB RALEIGH-DURHAM	14,000	13,790	99

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH CAROLINA (CONT'D)				
GASTON	MB CHARLOTTE	66,200	65,350	99
GATES	D NORFOLK-PORTSMTH-NEWPT NWS	3,400	3,330	98
GRAHAM	D GREENVILLE-SPART-ASHEVILLE	2,700	2,580	96
GRANVILLE	D RALEIGH-DURHAM	13,500	13,330	99
GREENE	MD GREENVILLE-N.BERN-WASHNGTN	5,400	5,340	99
GUILFORD	MB GREENSBORO-H.POINT-W.SALEM	140,300	138,590	99
HALIFAX	C RALEIGH-DURHAM	20,600	20,030	97
HARNETT	C RALEIGH-DURHAM	25,900	25,540	99
HAYWOOD	D GREENVILLE-SPART-ASHEVILLE	19,300	18,930	98
HENDERSON	MC GREENVILLE-SPART-ASHEVILLE	29,500	28,870	98
HERTFORD	D NORFOLK-PORTSMTH-NEWPT NWS	8,100	7,930	98
HOKE	D RALEIGH-DURHAM	7,600	7,490	99
HYDE	D GREENVILLE-N.BERN-WASHNGTN	2,100	2,020	96
IREDELL	C CHARLOTTE	36,500	35,960	99
JACKSON	D GREENVILLE-SPART-ASHEVILLE	9,800	9,600	98
JOHNSTON	C RALEIGH-DURHAM	32,400	31,960	99
JONES	D GREENVILLE-N.BERN-WASHNGTN	3,500	3,430	98
LEE	D RALEIGH-DURHAM	16,000	15,810	99
LENOIR	MC GREENVILLE-N.BERN-WASHNGTN	22,000	21,600	98
LINCOLN	MB CHARLOTTE	19,400	19,270	99
MCDOWELL	D GREENVILLE-SPART-ASHEVILLE	13,800	13,580	98
MACON	D GREENVILLE-SPART-ASHEVILLE	10,100	9,770	97
MADISON	MD GREENVILLE-SPART-ASHEVILLE	6,500	6,200	95
MARTIN	D GREENVILLE-N.BERN-WASHNGTN	9,300	9,170	99
MECKLENBURG	MB CHARLOTTE	211,400	208,910	99
MITCHELL	D GREENVILLE-SPART-ASHEVILLE	5,800	5,700	98
MONTGOMERY	D GREENSBORO-H.POINT-W.SALEM	8,400	8,240	98
MOORE	C RALEIGH-DURHAM	24,700	24,350	99
NASH-E	C RALEIGH-DURHAM	17,500	17,290	99
NASH-W	C RALEIGH-DURHAM	12,100	11,940	99
NEW HANOVER	MC WILMINGTON	49,300	48,600	99
NORTHAMPTON	D NORFOLK-PORTSMTH-NEWPT NWS	7,500	7,310	97
ONSLOW	C GREENVILLE-N.BERN-WASHNGTN	42,100	41,590	99
ORANGE	MB RALEIGH-DURHAM	37,400	36,580	98
PAMLICO	D GREENVILLE-N.BERN-WASHNGTN	4,600	4,530	98
PASQUOTANK	D NORFOLK-PORTSMTH-NEWPT NWS	11,600	11,450	99
PENDER	MD WILMINGTON	11,700	11,410	98
PERQUIMANS	D NORFOLK-PORTSMTH-NEWPT NWS	4,100	4,030	98
PERSON	D RALEIGH-DURHAM	11,600	11,380	98
PITT	MC GREENVILLE-N.BERN-WASHNGTN	41,900	41,200	98
POLK	MD GREENVILLE-SPART-ASHEVILLE	6,200	6,080	98
RANDOLPH	MB GREENSBORO-H.POINT-W.SALEM	42,300	41,650	98
RICHMOND	D CHARLOTTE	16,800	16,570	99
ROBESON	C WILMINGTON	36,700	36,090	98
ROCKINGHAM	C GREENSBORO-H.POINT-W.SALEM	33,800	33,360	99
ROWAN	MB CHARLOTTE	43,300	42,790	99
RUTHERFORD	C GREENVILLE-SPART-ASHEVILLE	22,500	22,230	99
SAMPSON	D RALEIGH-DURHAM	17,600	17,390	99
SCOTLAND	D FLORENCE-MYRTLE BEACH	12,100	11,870	98
STANLY	D CHARLOTTE	20,000	19,810	99
STOKES	MB GREENSBORO-H.POINT-W.SALEM	14,400	14,170	98
SURRY	C GREENSBORO-H.POINT-W.SALEM	24,500	24,250	99
SWAIN	D GREENVILLE-SPART-ASHEVILLE	4,200	4,080	97
TRANSYLVANIA	D GREENVILLE-SPART-ASHEVILLE	10,100	9,940	98
TYRRELL	D GREENVILLE-N.BERN-WASHNGTN	1,500	1,460	97
UNION	MB CHARLOTTE	30,300	29,930	99
VANCE	D RALEIGH-DURHAM	14,400	14,170	98
WAKE	MB RALEIGH-DURHAM	175,700	173,330	99
WARREN	D RALEIGH-DURHAM	6,400	6,290	98
WASHINGTON	D GREENVILLE-N.BERN-WASHNGTN	5,100	4,970	97
WATAUGA	D CHARLOTTE	13,900	13,350	96
WAYNE	C RALEIGH-DURHAM	37,500	37,020	99
WILKES	C GREENSBORO-H.POINT-W.SALEM	23,300	22,850	98
WILSON	C RALEIGH-DURHAM	25,500	25,140	99
YADKIN	MB GREENSBORO-H.POINT-W.SALEM	12,300	12,090	98
YANCEY	D GREENVILLE-SPART-ASHEVILLE	6,200	5,720	92
	STATE TOTAL	2,580,000	2,540,170	
NORTH DAKOTA				
ADAMS	D MINOT-BISMARCK-DICKINSON	1,200	1,180	98
BARNES	D FARGO-VALLEY CITY	4,900	4,820	98
BENSON	D FARGO-VALLEY CITY	2,400	2,370	99
BILLINGS	D MINOT-BISMARCK-DICKINSON	400	400	100
BOTTINEAU	D MINOT-BISMARCK-DICKINSON	3,000	2,990	100
BOWMAN	D MINOT-BISMARCK-DICKINSON	1,400	1,380	99
BURKE	D MINOT-BISMARCK-DICKINSON	1,200	1,190	99
BURLEIGH	C MINOT-BISMARCK-DICKINSON	23,000	22,740	99

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH DAKOTA (CONT'D)				
CASS	C FARGO-VALLEY CITY	41,300	40,610	98
CAVALIER	D FARGO-VALLEY CITY	2,300	2,270	99
DICKEY	D FARGO-VALLEY CITY	2,200	2,160	98
DIVIDE	D MINOT-BISMARCK-DICKINSON	1,200	1,180	98
DUNN	D MINOT-BISMARCK-DICKINSON	1,400	1,380	99
EDDY	D FARGO-VALLEY CITY	1,200	1,190	99
EMMONS	D MINOT-BISMARCK-DICKINSON	1,800	1,770	98
FOSTER	D FARGO-VALLEY CITY	1,500	1,490	99
GOLDEN VALLEY	D MINOT-BISMARCK-DICKINSON	800	790	99
GRAND FORKS	C FARGO-VALLEY CITY	25,700	25,360	99
GRANT	D MINOT-BISMARCK-DICKINSON	1,300	1,280	98
GRIGGS	D FARGO-VALLEY CITY	1,300	1,290	99
HETTINGER	D MINOT-BISMARCK-DICKINSON	1,300	1,290	99
KIDDER	D MINOT-BISMARCK-DICKINSON	1,200	1,190	99
LA MOURE	D FARGO-VALLEY CITY	2,000	1,990	100
LOGAN	D MINOT-BISMARCK-DICKINSON	1,100	1,090	99
MCHENRY	D MINOT-BISMARCK-DICKINSON	2,500	2,440	98
MCINTOSH	D MINOT-BISMARCK-DICKINSON	1,700	1,640	96
MCKENZIE	D MINOT-BISMARCK-DICKINSON	2,200	2,180	99
MCLEAN	D MINOT-BISMARCK-DICKINSON	3,900	3,860	99
MERCER	D MINOT-BISMARCK-DICKINSON	3,500	3,420	98
MORTON	C MINOT-BISMARCK-DICKINSON	8,600	8,520	99
MOUNTRAIL	D MINOT-BISMARCK-DICKINSON	2,500	2,460	98
NELSON	D FARGO-VALLEY CITY	1,800	1,790	99
OLIVER	D MINOT-BISMARCK-DICKINSON	800	790	99
PEMBINA	D FARGO-VALLEY CITY	3,500	3,440	98
PIERCE	D MINOT-BISMARCK-DICKINSON	1,900	1,870	98
RAMSEY	D FARGO-VALLEY CITY	5,000	4,940	99
RANSOM	D FARGO-VALLEY CITY	2,200	2,170	99
RENVILLE	D MINOT-BISMARCK-DICKINSON	1,200	1,190	99
RICHLAND	D FARGO-VALLEY CITY	6,500	6,400	98
ROLETTE	D MINOT-BISMARCK-DICKINSON	4,200	4,130	98
SARGENT	D FARGO-VALLEY CITY	1,700	1,690	99
SHERIDAN	D MINOT-BISMARCK-DICKINSON	800	780	98
SIOUX	D MINOT-BISMARCK-DICKINSON	1,100	1,020	93
SLOPE	D MINOT-BISMARCK-DICKINSON	300	300	100
STARK	D MINOT-BISMARCK-DICKINSON	8,400	8,330	99
STEELE	D FARGO-VALLEY CITY	1,000	980	98
STUTSMAN	D FARGO-VALLEY CITY	8,600	8,460	98
TOWNER	D FARGO-VALLEY CITY	1,400	1,350	96
TRAILL	D FARGO-VALLEY CITY	3,300	3,270	99
WALSH	D FARGO-VALLEY CITY	5,200	5,110	98
WARD	C MINOT-BISMARCK-DICKINSON	21,400	21,150	99
WELLS	D MINOT-BISMARCK-DICKINSON	2,300	2,250	98
WILLIAMS	D MINOT-BISMARCK-DICKINSON	7,700	7,590	99
	STATE TOTAL	240,300	236,920	
OHIO				
ADAMS	D CINCINNATI	9,400	9,180	98
ALLEN	C LIMA	39,500	39,070	99
ASHLAND	D CLEVELAND	17,200	17,010	99
ASHTABULA	C CLEVELAND	36,800	36,340	99
ATHENS	C CHARLESTON-HUNTINGTON	20,300	19,880	98
AUGLAIZE	C DAYTON	16,200	16,090	99
BELMONT	MC WHEELING-STEUBENVILLE	27,700	27,460	99
BROWN	D CINCINNATI	12,600	12,430	99
BUTLER	B CINCINNATI	106,800	105,640	99
CARROLL	B CLEVELAND	9,800	9,730	99
CHAMPAIGN	D DAYTON	13,500	13,230	98
CLARK	MB DAYTON	55,300	54,770	99
CLERMONT	MB CINCINNATI	54,300	53,800	99
CLINTON	D CINCINNATI	13,200	13,080	99
COLUMBIANA	C YOUNGSTOWN	40,700	40,170	99
COSHOCTON	D COLUMBUS, OH	13,500	13,060	97
CRAWFORD	D CLEVELAND	18,300	18,010	98
CUYAHOGA	MA CLEVELAND	558,800	551,820	99
DARKE	D DAYTON	19,500	19,210	99
DEFIANCE	D TOLEDO	14,100	13,950	99
DELAWARE	MB COLUMBUS, OH	24,000	23,750	99
ERIE	C CLEVELAND	29,000	28,800	99
FAIRFIELD	MB COLUMBUS, OH	37,600	37,370	99
FAYETTE	D COLUMBUS, OH	10,200	10,020	98
FRANKLIN	MB COLUMBUS, OH	386,700	383,450	99
FULTON	MB TOLEDO	13,700	13,510	99
GALLIA	D CHARLESTON-HUNTINGTON	11,400	11,250	99
GEAUGA	MA CLEVELAND	27,500	27,090	99
GREENE	MB DAYTON	49,000	48,590	99
GUERNSEY	D WHEELING-STEUBENVILLE	14,800	14,630	99

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U.S. TV HOUSEHOLD ESTIMATES

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COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OHIO (CONT'D)				
HAMILTON	MB CINCINNATI	339,700	336,200	99
HANCOCK	C TOLEDO	24,800	24,510	99
HARDIN	D COLUMBUS, OH	11,200	11,060	99
HARRISON	D WHEELING-STEUBENVILLE	6,000	5,930	99
HENRY	D TOLEDO	10,400	10,310	99
HIGHLAND	D CINCINNATI	13,500	13,230	98
HOCKING	D COLUMBUS, OH	9,500	9,360	99
HOLMES	D CLEVELAND	9,500	8,520	90
HURON	C CLEVELAND	20,400	20,180	99
JACKSON	D CHARLESTON-HUNTINGTON	11,300	11,140	99
JEFFERSON	MC WHEELING-STEUBENVILLE	30,900	30,560	99
KNOX	D COLUMBUS, OH	17,400	17,250	99
LAKE	MA CLEVELAND	80,900	80,520	100
LAWRENCE	MB CHARLESTON-HUNTINGTON	22,900	22,600	99
LICKING	MB COLUMBUS, OH	47,800	47,280	99
LOGAN	D DAYTON	16,200	15,960	99
LORAIN	MA CLEVELAND	96,400	95,640	99
LUCAS	MB TOLEDO	177,800	175,860	99
MADISON	MB COLUMBUS, OH	12,200	11,830	97
MAHONING	MB YOUNGSTOWN	100,400	99,440	99
MARION	C COLUMBUS, OH	23,400	23,170	99
MEDINA	MA CLEVELAND	42,700	42,360	99
MEIGS	D CHARLESTON-HUNTINGTON	8,600	8,410	98
MERCER	D DAYTON	13,600	13,460	99
MIAMI	MB DAYTON	34,900	34,380	99
MONROE	D WHEELING-STEUBENVILLE	5,700	5,600	98
MONTGOMERY	MB DAYTON	227,700	225,740	99
MORGAN	D ZANESVILLE	5,200	5,140	99
MORROW	D COLUMBUS, OH	9,800	9,660	99
MUSKINGUM	C ZANESVILLE	30,900	30,460	99
NOBLE	D WHEELING-STEUBENVILLE	4,100	3,970	97
OTTAWA	MD TOLEDO	15,200	15,110	99
PAULDING	D FT. WAYNE	7,300	7,180	98
PERRY	D COLUMBUS, OH	11,300	11,140	99
PICKAWAY	MB COLUMBUS, OH	15,900	15,780	99
PIKE	D COLUMBUS, OH	9,000	8,750	97
PORTAGE	A CLEVELAND	49,800	49,230	99
PREBLE	MD DAYTON	14,500	14,300	99
PUTNAM	D TOLEDO	11,200	11,110	99
RICHLAND	C CLEVELAND	47,700	47,130	99
ROSS	C COLUMBUS, OH	24,700	24,400	99
SANDUSKY	C TOLEDO	22,500	22,310	99
SCIOTO	C CHARLESTON-HUNTINGTON	29,700	29,240	98
SENECA	C TOLEDO	21,300	21,020	99
SHELBY	D DAYTON	15,800	15,680	99
STARK	B CLEVELAND	140,000	138,470	99
SUMMIT	A CLEVELAND	201,000	198,870	99
TRUMBULL	MB YOUNGSTOWN	85,700	84,890	99
TUSCARAWAS	C CLEVELAND	32,100	31,560	98
UNION	MB COLUMBUS, OH	11,300	11,200	99
VAN WERT	D FT. WAYNE	11,300	11,230	99
VINTON	D CHARLESTON-HUNTINGTON	4,100	3,980	97
WARREN	MB CINCINNATI	40,500	40,110	99
WASHINGTON	MC PARKERSBURG	23,600	23,230	98
WAYNE	C CLEVELAND	36,300	35,120	97
WILLIAMS	D TOLEDO	14,000	13,830	99
WOOD	MB TOLEDO	40,200	39,710	99
WYANDOT	D TOLEDO	8,200	8,120	99
	STATE TOTAL	4,111,400	4,064,820	
OKLAHOMA				
ADAIR	D TULSA	6,400	6,170	96
ALFALFA	D OKLAHOMA CITY	2,400	2,370	99
ATOKA	D ADA-ARDMORE	4,500	4,410	98
BEAVER	D WICHITA-HUTCHINSON PLUS	2,200	2,150	98
BECKHAM	D OKLAHOMA CITY	7,100	6,970	98
BLAINE	D OKLAHOMA CITY	4,300	4,210	98
BRYAN	MD ADA-ARDMORE	12,600	12,270	97
CADDO	D OKLAHOMA CITY	10,700	10,450	98
CANADIAN	MB OKLAHOMA CITY	26,300	25,950	99
CARTER	MD ADA-ARDMORE	16,300	16,000	98
CHEROKEE	D TULSA	12,900	12,670	98
CHOCTAW	D ADA-ARDMORE	5,900	5,650	96
CIMARRON	D AMARILLO	1,300	1,270	98
CLEVELAND	MB OKLAHOMA CITY	66,300	65,570	99
COAL	D ADA-ARDMORE	2,300	2,250	98
COMANCHE	MC WICHITA FALLS & LAWTON	37,400	36,790	98
COTTON	MD WICHITA FALLS & LAWTON	2,600	2,570	99
CRAIG	D TULSA	5,200	5,110	98
CREEK	MB TULSA	22,300	21,750	98
CUSTER	D OKLAHOMA CITY	9,700	9,570	99
DELAWARE	D TULSA	11,300	10,870	96
DEWEY	D OKLAHOMA CITY	2,200	2,160	98
ELLIS	D OKLAHOMA CITY	1,700	1,650	97
GARFIELD	C OKLAHOMA CITY	21,700	21,330	98
GARVIN	D OKLAHOMA CITY	10,200	10,000	98
GRADY	D OKLAHOMA CITY	15,400	15,120	98
GRANT	D OKLAHOMA CITY	2,200	2,150	98
GREER	D OKLAHOMA CITY	2,500	2,440	98
HARMON	D OKLAHOMA CITY	1,400	1,380	99
HARPER	D OKLAHOMA CITY	1,600	1,560	98
HASKELL	D TULSA	4,300	4,210	98
HUGHES	D OKLAHOMA CITY	5,100	5,090	100
JACKSON	D WICHITA FALLS & LAWTON	10,300	9,990	97
JEFFERSON	D WICHITA FALLS & LAWTON	2,800	2,720	97
JOHNSTON	MD ADA-ARDMORE	3,800	3,740	98
KAY	D OKLAHOMA CITY	18,800	18,490	98
KINGFISHER	D OKLAHOMA CITY	4,800	4,730	99
KIOWA	D OKLAHOMA CITY	4,500	4,410	98
LATIMER	D TULSA	3,800	3,710	98
LE FLORE	MD FT. SMITH	16,300	15,820	97
LINCOLN	D OKLAHOMA CITY	10,800	10,570	98
LOGAN	MB OKLAHOMA CITY	10,100	9,920	98
LOVE	D ADA-ARDMORE	3,000	2,930	98
MCCLAIN	MB OKLAHOMA CITY	8,300	8,170	98
MCCURTAIN	D SHREVEPORT	12,200	11,820	97
MCINTOSH	D TULSA	6,800	6,720	99
MAJOR	D OKLAHOMA CITY	3,100	2,900	94
MARSHALL	MD ADA-ARDMORE	4,300	4,240	99
MAYES	MD TULSA	12,700	12,490	98
MURRAY	D OKLAHOMA CITY	4,600	4,550	99
MUSKOGEE	C TULSA	25,100	24,660	98
NOBLE	D OKLAHOMA CITY	4,100	4,070	99
NOWATA	D TULSA	3,900	3,840	98
OKFUSKEE	D TULSA	4,100	3,900	95
OKLAHOMA	MB OKLAHOMA CITY	238,400	235,420	99
OKMULGEE	D TULSA	13,800	13,330	97
OSAGE	MB TULSA	15,100	14,740	98
OTTAWA	D JOPLIN-PITTSBURG	11,900	11,640	98
PAWNEE	D TULSA	5,900	5,840	99
PAYNE	C OKLAHOMA CITY	23,600	23,100	98
PITTSBURG	D TULSA	15,800	15,510	98
PONTOTOC	MD ADA-ARDMORE	13,400	13,180	98
POTTAWATOMIE	MB OKLAHOMA CITY	21,600	21,280	99
PUSHMATAHA	D ADA-ARDMORE	4,300	4,060	94
ROGER MILLS	D OKLAHOMA CITY	1,500	1,440	96
ROGERS	MB TULSA	20,200	19,910	99
SEMINOLE	D OKLAHOMA CITY	9,400	9,260	99
SEQUOYAH	MC FT. SMITH	12,600	12,100	96
STEPHENS	D WICHITA FALLS & LAWTON	16,600	16,230	98
TEXAS	D AMARILLO	6,100	5,980	98
TILLMAN	MD WICHITA FALLS & LAWTON	3,900	3,840	98
TULSA	MB TULSA	204,800	201,970	99
WAGONER	MB TULSA	17,200	16,900	98
WASHINGTON	D TULSA	18,900	18,660	99
WASHITA	D OKLAHOMA CITY	4,200	4,130	98
WOODS	D OKLAHOMA CITY	3,700	3,640	98
WOODWARD	D OKLAHOMA CITY	6,800	6,670	98
	STATE TOTAL	1,206,200	1,185,330	
OREGON				
BAKER	D PORTLAND, OR	6,000	5,500	92
BENTON	C EUGENE	26,300	24,840	94
CLACKAMAS	MB PORTLAND, OR	106,800	104,840	98
CLATSOP	D PORTLAND, OR	13,500	12,910	96
COLUMBIA	D PORTLAND, OR	14,100	13,440	95
COOS	C EUGENE	24,300	23,360	96
CROOK	D PORTLAND, OR	5,600	5,420	97
CURRY	D MEDFORD-KLAMATH FALLS	8,700	8,350	96
DESCHUTES	MC BEND, OR	30,000	29,150	97
DOUGLAS	C EUGENE	36,300	35,050	97
GILLIAM	D PORTLAND, OR	700	680	97
GRANT	D BOISE	3,100	2,740	88
HARNEY	D PORTLAND, OR	2,800	2,650	95

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OREGON (CONT'D)					
HOOD RIVER	D	PORTLAND, OR	6,500	6,310	97
JACKSON	MC	MEDFORD-KLAMATH FALLS	58,700	57,200	97
JEFFERSON	D	PORTLAND, OR	4,900	4,750	97
JOSEPHINE	C	MEDFORD-KLAMATH FALLS	25,900	25,130	97
KLAMATH	C	MEDFORD-KLAMATH FALLS	22,400	21,620	97
LAKE	D	MEDFORD-KLAMATH FALLS	2,800	2,700	96
LANE	MB	EUGENE	112,100	108,580	97
LINCOLN	D	PORTLAND, OR	16,900	15,770	93
LINN	C	PORTLAND, OR	35,000	34,140	98
MALHEUR	D	BOISE	9,300	9,120	98
MARION	MB	PORTLAND, OR	85,100	83,210	98
MORROW	D	YAKIMA-PASCO-RCHLND-KNNWCK	2,700	2,590	96
MULTNOMAH	MB	PORTLAND, OR	243,800	237,020	97
POLK	B	PORTLAND, OR	18,500	17,660	95
SHERMAN	D	PORTLAND, OR	800	790	99
TILLAMOOK	D	PORTLAND, OR	8,900	8,400	94
UMATILLA	C	YAKIMA-PASCO-RCHLND-KNNWCK	22,000	20,970	95
UNION	D	PORTLAND, OR	9,000	8,490	94
WALLOWA	D	SPOKANE	2,800	2,680	96
WASCO	D	PORTLAND, OR	8,600	8,260	96
WASHINGTON	MB	PORTLAND, OR	123,800	121,940	98
WHEELER	D	PORTLAND, OR	600	580	97
YAMHILL	B	PORTLAND, OR	23,000	22,210	97
		STATE TOTAL	1,122,300	1,089,050	
PENNSYLVANIA					
ADAMS	MB	HARRISBURG-LNCSTR-LEB-YORK	28,800	28,280	98
ALLEGHENY	MA	PITTSBURGH	538,300	532,650	99
ARMSTRONG	C	PITTSBURGH	28,200	27,920	99
BEAVER	MA	PITTSBURGH	71,500	70,710	99
BEDFORD	D	JOHNSTOWN-ALTOONA	18,100	17,750	98
BERKS	B	PHILADELPHIA	129,700	127,290	98
BLAIR	MC	JOHNSTOWN-ALTOONA	50,300	49,520	98
BRADFORD	C	WILKES BARRE-SCRANTON	22,600	22,030	97
BUCKS	MA	PHILADELPHIA	196,700	195,360	99
BUTLER	C	PITTSBURGH	55,900	55,340	99
CAMBRIA	MB	JOHNSTOWN-ALTOONA	61,200	60,640	99
CAMERON	D	JOHNSTOWN-ALTOONA	2,400	2,320	97
CARBON	B	WILKES BARRE-SCRANTON	22,400	22,210	99
CENTRE	C	JOHNSTOWN-ALTOONA	43,300	42,160	97
CHESTER	MA	PHILADELPHIA	139,100	137,430	99
CLARION	D	PITTSBURGH	14,900	14,660	98
CLEARFIELD	C	JOHNSTOWN-ALTOONA	29,700	29,280	99
CLINTON	D	WILKES BARRE-SCRANTON	13,800	13,640	99
COLUMBIA	MB	WILKES BARRE-SCRANTON	23,600	23,350	99
CRAWFORD	C	ERIE	32,000	31,350	98
CUMBERLAND	MB	HARRISBURG-LNCSTR-LEB-YORK	75,000	74,040	99
DAUPHIN	MB	HARRISBURG-LNCSTR-LEB-YORK	96,100	94,880	99
DELAWARE	MA	PHILADELPHIA	203,100	201,500	99
ELK	D	JOHNSTOWN-ALTOONA	13,000	12,820	99
ERIE	MB	ERIE	101,500	100,690	99
FAYETTE	MA	PITTSBURGH	55,600	55,080	99
FOREST	D	PITTSBURGH	1,900	1,850	97
FRANKLIN	C	WASHINGTON, DC	46,300	45,160	98
FULTON	D	WASHINGTON, DC	5,200	5,090	98
GREENE	D	PITTSBURGH	14,500	14,150	98
HUNTINGDON	D	JOHNSTOWN-ALTOONA	15,600	15,330	98
INDIANA	C	PITTSBURGH	31,600	30,980	98
JEFFERSON	D	JOHNSTOWN-ALTOONA	17,500	17,210	98
JUNIATA	D	HARRISBURG-LNCSTR-LEB-YORK	7,700	7,560	98
LACKAWANNA	MB	WILKES BARRE-SCRANTON	84,400	83,750	99
LANCASTER	MB	HARRISBURG-LNCSTR-LEB-YORK	156,600	148,550	95
LAWRENCE	C	PITTSBURGH	36,100	35,650	99
LEBANON	MB	HARRISBURG-LNCSTR-LEB-YORK	43,300	42,410	98
LEHIGH	B	PHILADELPHIA	114,700	113,240	99
LUZERNE	MB	WILKES BARRE-SCRANTON	128,400	127,140	99
LYCOMING	C	WILKES BARRE-SCRANTON	45,400	44,400	98
MCKEAN	D	BUFFALO	17,600	17,220	98
MERCER	C	YOUNGSTOWN	45,300	44,730	99
MIFFLIN	D	HARRISBURG-LNCSTR-LEB-YORK	17,800	17,160	96
MONROE	MB	WILKES BARRE-SCRANTON	36,400	35,920	99
MONTGOMERY	MA	PHILADELPHIA	259,600	256,850	99
MONTOUR	D	WILKES BARRE-SCRANTON	6,600	6,490	98
NORTHAMPTON	B	PHILADELPHIA	93,100	91,630	98
NORTHUMBERLND	C	WILKES BARRE-SCRANTON	38,700	38,080	98
PERRY	MB	HARRISBURG-LNCSTR-LEB-YORK	15,400	15,030	98
PHILADELPHIA	MA	PHILADELPHIA	603,300	592,800	98
PENNSYLVANIA (CONT'D)					
PIKE	D	NEW YORK	11,400	11,260	99
POTTER	D	BUFFALO	6,300	6,130	97
SCHUYLKILL	C	WILKES BARRE-SCRANTON	60,400	59,420	98
SNYDER	D	WILKES BARRE-SCRANTON	13,000	12,540	96
SOMERSET	MB	JOHNSTOWN-ALTOONA	29,500	28,950	98
SULLIVAN	D	WILKES BARRE-SCRANTON	2,300	2,240	97
SUSQUEHANNA	D	WILKES BARRE-SCRANTON	15,200	14,930	98
TIOGA	D	ELMIRA	14,900	14,360	96
UNION	D	WILKES BARRE-SCRANTON	11,900	11,370	96
VENANGO	C	PITTSBURGH	22,100	21,730	98
WARREN	D	ERIE	17,200	16,790	98
WASHINGTON	MA	PITTSBURGH	78,000	77,140	99
WAYNE	D	WILKES BARRE-SCRANTON	15,100	14,640	97
WESTMORELAND	MA	PITTSBURGH	143,700	142,190	99
WYOMING	MB	WILKES BARRE-SCRANTON	10,200	9,970	98
YORK	MB	HARRISBURG-LNCSTR-LEB-YORK	131,200	129,590	99
		STATE TOTAL	4,532,200	4,464,530	
RHODE ISLAND					
BRISTOL	MB	PROVIDENCE-NEW BEDFORD	17,800	17,670	99
KENT	MB	PROVIDENCE-NEW BEDFORD	63,000	62,620	99
NEWPORT	C	PROVIDENCE-NEW BEDFORD	33,000	32,700	99
PROVIDENCE	MB	PROVIDENCE-NEW BEDFORD	228,600	225,950	99
WASHINGTON	B	PROVIDENCE-NEW BEDFORD	40,400	40,030	99
		STATE TOTAL	382,800	378,970	
SOUTH CAROLINA					
ABBEVILLE	D	GREENVILLE-SPART-ASHEVILLE	8,900	8,730	98
AIKEN	MB	AUGUSTA	46,100	45,460	99
ALLENDALE	D	AUGUSTA	3,800	3,720	98
ANDERSON	MC	GREENVILLE-SPART-ASHEVILLE	56,400	55,680	99
BAMBERG	D	AUGUSTA	5,500	5,340	97
BARNWELL	D	AUGUSTA	7,200	7,050	98
BEAUFORT	C	SAVANNAH	32,100	31,570	98
BERKELEY	MB	CHARLESTON, SC	44,400	43,680	98
CALHOUN	D	COLUMBIA, SC	4,500	4,400	98
CHARLESTON	MB	CHARLESTON, SC	110,600	108,920	98
CHEROKEE	D	GREENVILLE-SPART-ASHEVILLE	16,700	16,500	99
CHESTER	D	CHARLOTTE	11,600	11,440	99
CHESTERFIELD	D	CHARLOTTE	14,200	13,940	98
CLARENDON	D	COLUMBIA, SC	9,700	9,440	97
COLLETON	D	CHARLESTON, SC	12,200	11,930	98
DARLINGTON	C	FLORENCE-MYRTLE BEACH	22,100	21,810	99
DILLON	D	FLORENCE-MYRTLE BEACH	10,000	9,790	98
DORCHESTER	MB	CHARLESTON, SC	29,900	29,480	99
EDGEFIELD	D	AUGUSTA	6,600	6,530	99
FAIRFIELD	D	COLUMBIA, SC	7,600	7,420	98
FLORENCE	C	FLORENCE-MYRTLE BEACH	40,700	40,220	99
GEORGETOWN	D	CHARLESTON, SC	16,800	16,510	98
GREENVILLE	MB	GREENVILLE-SPART-ASHEVILLE	126,500	124,980	99
GREENWOOD	C	GREENVILLE-SPART-ASHEVILLE	23,000	22,750	99
HAMPTON	D	SAVANNAH	6,400	6,270	98
HORRY	C	FLORENCE-MYRTLE BEACH	58,400	57,390	98
JASPER	MD	SAVANNAH	5,400	5,240	97
KERSHAW	D	COLUMBIA, SC	16,300	16,080	99
LANCASTER	D	CHARLOTTE	20,000	19,720	99
LAURENS	C	GREENVILLE-SPART-ASHEVILLE	21,000	20,770	99
LEE	D	COLUMBIA, SC	6,100	5,940	97
LEXINGTON	MB	COLUMBIA, SC	64,700	63,980	99
MCCORMICK	D	AUGUSTA	2,800	2,750	98
MARION	D	FLORENCE-MYRTLE BEACH	11,800	11,590	98
MARLBORO	D	FLORENCE-MYRTLE BEACH	10,100	9,940	98
NEWBERRY	D	COLUMBIA, SC	12,500	12,300	98
OCONEE	C	GREENVILLE-SPART-ASHEVILLE	23,000	22,660	99
ORANGEBURG	C	COLUMBIA, SC	29,300	28,740	98
PICKENS	MB	GREENVILLE-SPART-ASHEVILLE	34,300	33,860	99
RICHLAND	MB	COLUMBIA, SC	103,100	101,720	99
SALUDA	D	COLUMBIA, SC	5,800	5,730	99
SPARTANBURG	MB	GREENVILLE-SPART-ASHEVILLE	86,100	85,140	99
SUMTER	C	COLUMBIA, SC	33,400	32,880	98
UNION	D	GREENVILLE-SPART-ASHEVILLE	11,400	11,160	98
WILLIAMSBURG	D	CHARLESTON, SC	12,200	12,000	98
YORK	MB	CHARLOTTE	48,700	48,220	99
		STATE TOTAL	1,289,800	1,271,370	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
SOUTH DAKOTA				
AURORA	D SIOUX FALLS(MITCHELL)	1,100	1,080	98
BEADLE	D SIOUX FALLS(MITCHELL)	7,300	7,210	99
BENNETT	D RAPID CITY	1,100	1,070	97
BON HOMME	D SIOUX FALLS(MITCHELL)	2,600	2,560	98
BROOKINGS	D SIOUX FALLS(MITCHELL)	8,900	8,720	98
BROWN	D SIOUX FALLS(MITCHELL)	13,900	13,700	99
BRULE	D SIOUX FALLS(MITCHELL)	2,000	1,980	99
BUFFALO	D SIOUX FALLS(MITCHELL)	500	480	96
BUTTE	D RAPID CITY	3,000	2,960	99
CAMPBELL	D MINOT-BISMARCK-DICKINSON	800	760	95
CHARLES MIX	D SIOUX FALLS(MITCHELL)	3,200	3,150	98
CLARK	D SIOUX FALLS(MITCHELL)	1,700	1,660	98
CLAY	D SIOUX FALLS(MITCHELL)	4,400	4,340	99
CODINGTON	D SIOUX FALLS(MITCHELL)	8,800	8,720	99
CORSON	D MINOT-BISMARCK-DICKINSON	1,200	1,170	98
CUSTER	D RAPID CITY	2,400	2,310	96
DAVISON	D SIOUX FALLS(MITCHELL)	6,900	6,800	99
DAY	D SIOUX FALLS(MITCHELL)	2,700	2,660	99
DEUEL	D SIOUX FALLS(MITCHELL)	1,800	1,750	97
DEWEY	D MINOT-BISMARCK-DICKINSON	1,700	1,660	98
DOUGLAS	D SIOUX FALLS(MITCHELL)	1,300	1,260	97
EDMUNDS	D SIOUX FALLS(MITCHELL)	1,700	1,680	99
FALL RIVER	D RAPID CITY	2,800	2,690	96
FAULK	D SIOUX FALLS(MITCHELL)	1,000	990	99
GRANT	D SIOUX FALLS(MITCHELL)	3,100	3,050	98
GREGORY	D SIOUX FALLS(MITCHELL)	2,100	2,080	99
HAAKON	D RAPID CITY	900	870	97
HAMLIN	D SIOUX FALLS(MITCHELL)	1,800	1,750	97
HAND	D SIOUX FALLS(MITCHELL)	1,600	1,580	99
HANSON	D SIOUX FALLS(MITCHELL)	1,100	1,090	99
HARDING	D RAPID CITY	600	570	95
HUGHES	D SIOUX FALLS(MITCHELL)	5,900	5,850	99
HUTCHINSON	D SIOUX FALLS(MITCHELL)	3,200	3,150	98
HYDE	D SIOUX FALLS(MITCHELL)	700	690	99
JACKSON	D RAPID CITY	900	860	96
JERAULD	D SIOUX FALLS(MITCHELL)	1,000	990	99
JONES	D SIOUX FALLS(MITCHELL)	500	490	98
KINGSBURY	D SIOUX FALLS(MITCHELL)	2,300	2,280	99
LAKE	D SIOUX FALLS(MITCHELL)	4,000	3,930	98
LAWRENCE	MD RAPID CITY	8,000	7,870	98
LINCOLN	D SIOUX FALLS(MITCHELL)	5,500	5,450	99
LYMAN	D SIOUX FALLS(MITCHELL)	1,300	1,280	98
MCCOOK	D SIOUX FALLS(MITCHELL)	2,100	2,070	99
MCPHERSON	D SIOUX FALLS(MITCHELL)	1,300	1,250	96
MARSHALL	D SIOUX FALLS(MITCHELL)	1,900	1,840	97
MEADE	MD RAPID CITY	7,200	7,090	98
MELLETTE	D SIOUX FALLS(MITCHELL)	700	680	97
MINER	D SIOUX FALLS(MITCHELL)	1,300	1,290	99
MINNEHAHA	C SIOUX FALLS(MITCHELL)	48,900	48,350	99
MOODY	D SIOUX FALLS(MITCHELL)	2,400	2,390	100
PENNINGTON	MC RAPID CITY	31,600	31,200	99
PERKINS	D RAPID CITY	1,600	1,550	97
POTTER	D SIOUX FALLS(MITCHELL)	1,300	1,290	99
ROBERTS	D SIOUX FALLS(MITCHELL)	3,600	3,520	98
SANBORN	D SIOUX FALLS(MITCHELL)	1,100	1,090	99
SHANNON	D RAPID CITY	2,200	2,110	96
SPINK	D SIOUX FALLS(MITCHELL)	3,000	2,970	99
STANLEY	D SIOUX FALLS(MITCHELL)	900	880	98
SULLY	D SIOUX FALLS(MITCHELL)	600	590	98
TODD	D SIOUX FALLS(MITCHELL)	2,300	2,220	97
TRIPP	D SIOUX FALLS(MITCHELL)	2,600	2,560	98
TURNER	D SIOUX FALLS(MITCHELL)	3,300	3,210	97
UNION	D SIOUX CITY	3,900	3,850	99
WALWORTH	D MINOT-BISMARCK-DICKINSON	2,400	2,340	98
YANKTON	D SIOUX FALLS(MITCHELL)	7,100	6,970	98
ZIEBACH	D RAPID CITY	600	500	83
	STATE TOTAL	261,200	257,000	
TENNESSEE				
ANDERSON	MB KNOXVILLE	27,700	27,400	99
BEDFORD	D NASHVILLE	11,700	11,570	99
BENTON	D NASHVILLE	5,700	5,600	98
BLEDSOE	D CHATTANOOGA	3,300	3,180	96
BLOUNT	MB KNOXVILLE	34,300	33,900	99
BRADLEY	C CHATTANOOGA	28,100	27,650	98
CAMPBELL	D KNOXVILLE	13,100	12,770	97
CANNON	D NASHVILLE	4,000	3,820	96
CARROLL	D JACKSON, TN	10,700	10,470	98
CARTER	MB TRI-CITIES, TN-VA	20,300	20,060	99
CHEATHAM	MB NASHVILLE	10,000	9,840	98
CHESTER	D MEMPHIS	4,600	4,500	98
CLAIBORNE	D KNOXVILLE	9,700	9,450	97
CLAY	D NASHVILLE	2,900	2,840	98
COCKE	D KNOXVILLE	11,200	11,010	98
COFFEE	D NASHVILLE	15,800	15,580	99
CROCKETT	D MEMPHIS	5,100	5,030	99
CUMBERLAND	D KNOXVILLE	13,900	13,460	97
DAVIDSON	MB NASHVILLE	211,300	208,890	99
DECATUR	D NASHVILLE	4,200	4,100	98
DE KALB	D NASHVILLE	5,700	5,620	99
DICKSON	MB NASHVILLE	13,500	13,340	99
DYER	D MEMPHIS	13,800	13,510	98
FAYETTE	D MEMPHIS	8,600	8,380	97
FENTRESS	D KNOXVILLE	5,500	5,240	95
FRANKLIN	D NASHVILLE	12,800	12,520	98
GIBSON	D MEMPHIS	18,200	17,970	99
GILES	D NASHVILLE	9,900	9,690	98
GRAINGER	MB KNOXVILLE	6,400	6,250	98
GREENE	MC TRI-CITIES, TN-VA	21,600	21,150	98
GRUNDY	D CHATTANOOGA	4,800	4,700	98
HAMBLEN	D KNOXVILLE	19,500	19,200	98
HAMILTON	MB CHATTANOOGA	113,200	111,840	99
HANCOCK	D TRI-CITIES, TN-VA	2,500	2,410	96
HARDEMAN	D MEMPHIS	8,300	8,140	98
HARDIN	MD JACKSON, TN	8,800	8,520	97
HAWKINS	MB TRI-CITIES, TN-VA	17,300	16,870	98
HAYWOOD	D MEMPHIS	7,000	6,840	98
HENDERSON	MD JACKSON, TN	8,600	8,240	96
HENRY	D NASHVILLE	11,400	11,110	97
HICKMAN	D NASHVILLE	6,100	5,990	98
HOUSTON	D NASHVILLE	2,700	2,630	97
HUMPHREYS	D NASHVILLE	6,100	6,030	99
JACKSON	D NASHVILLE	3,700	3,610	98
JEFFERSON	MB KNOXVILLE	12,400	12,190	98
JOHNSON	D TRI-CITIES, TN-VA	5,400	5,250	97
KNOX	MB KNOXVILLE	135,300	133,450	99
LAKE	D PADUCAH-C.GIRARDEAU-HARRBG	2,400	2,350	98
LAUDERDALE	D MEMPHIS	8,400	8,250	98
LAWRENCE	D NASHVILLE	13,400	13,140	98
LEWIS	D NASHVILLE	3,600	3,530	98
LINCOLN	D HUNTSVILLE-DECATUR, FLOR	11,000	10,810	98
LOUDON	D KNOXVILLE	12,400	12,260	99
MCMINN	D CHATTANOOGA	16,500	16,330	99
MCNAIRY	D MEMPHIS	8,900	8,630	97
MACON	D NASHVILLE	6,200	6,090	98
MADISON	MC JACKSON, TN	29,800	29,310	98
MARION	MB CHATTANOOGA	9,300	9,160	98
MARSHALL	D NASHVILLE	8,400	8,140	97
MAURY	C NASHVILLE	20,900	20,650	99
MEIGS	D CHATTANOOGA	3,100	3,060	99
MONROE	D KNOXVILLE	11,500	11,360	99
MONTGOMERY	C NASHVILLE	35,600	35,170	99
MOORE	D NASHVILLE	1,800	1,710	95
MORGAN	D KNOXVILLE	5,900	5,780	98
OBION	D PADUCAH-C.GIRARDEAU-HARRBG	12,300	12,130	99
OVERTON	D NASHVILLE	6,800	6,580	97
PERRY	D NASHVILLE	2,500	2,410	96
PICKETT	D NASHVILLE	1,800	1,770	98
POLK	D CHATTANOOGA	5,100	5,000	98
PUTNAM	D NASHVILLE	20,100	19,680	98
RHEA	D CHATTANOOGA	9,300	9,040	97
ROANE	D KNOXVILLE	18,500	18,230	99
ROBERTSON	MB NASHVILLE	15,300	15,100	99
RUTHERFORD	MB NASHVILLE	44,600	44,070	99
SCOTT	D KNOXVILLE	6,500	6,290	97
SEQUATCHIE	MB CHATTANOOGA	3,300	3,250	98
SEVIER	MB KNOXVILLE	20,200	19,940	99
SHELBY	MB MEMPHIS	308,800	304,970	99
SMITH	D NASHVILLE	5,300	5,230	99
STEWART	D NASHVILLE	3,700	3,630	98
SULLIVAN	MB TRI-CITIES, TN-VA	57,100	56,400	99
SUMNER	MB NASHVILLE	38,200	37,590	98
TIPTON	MB MEMPHIS	13,500	13,250	98
TROUSDALE	D NASHVILLE	2,300	2,250	98
UNICOI	MB TRI-CITIES, TN-VA	6,600	6,420	97
UNION	MB KNOXVILLE	5,100	5,020	98

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TENNESSEE (CONT'D)				
VAN BUREN	D NASHVILLE	1,800	1,760	98
WARREN	D NASHVILLE	12,800	12,540	98
WASHINGTON	MB TRI-CITIES, TN-VA	36,100	35,410	98
WAYNE	D NASHVILLE	5,200	5,060	97
WEAKLEY	D PADUCAH-C.GIRARDEAU-HARRBG	11,900	11,730	99
WHITE	D NASHVILLE	7,800	7,550	97
WILLIAMSON	MB NASHVILLE	29,500	29,130	99
WILSON	MB NASHVILLE	25,100	24,840	99
	STATE TOTAL	1,882,900	1,853,810	
TEXAS				
ANDERSON	D DALLAS-FT. WORTH	14,600	14,210	97
ANDREWS	D ODESSA-MIDLAND	4,600	4,580	100
ANGELINA	C TYLER	25,200	24,650	98
ARANSAS	D CORPUS CHRISTI	7,000	6,810	97
ARCHER	MD WICHITA FALLS & LAWTON	3,000	2,970	99
ARMSTRONG	MD AMARILLO	800	790	99
ATASCOSA	D SAN ANTONIO	10,200	9,950	98
AUSTIN	D HOUSTON	7,400	7,230	98
BAILEY	D LUBBOCK	2,400	2,310	96
BANDERA	D SAN ANTONIO	4,400	4,290	98
BASTROP	D AUSTIN	14,000	13,630	97
BAYLOR	MD WICHITA FALLS & LAWTON	1,900	1,870	98
BEE	D CORPUS CHRISTI	8,600	8,390	98
BELL	MC WACO-TEMPLE	69,100	68,240	99
BEXAR	MB SAN ANTONIO	424,200	416,560	98
BLANCO	D AUSTIN	2,400	2,350	98
BORDEN	D LUBBOCK	300	290	97
BOSQUE	D DALLAS-FT. WORTH	6,100	6,010	99
BOWIE	MC SHREVEPORT	30,800	30,380	99
BRAZORIA	MA HOUSTON	65,000	64,200	99
BRAZOS	C WACO-TEMPLE	44,700	43,560	97
BREWSTER	D ODESSA-MIDLAND	3,400	3,170	93
BRISCOE	D AMARILLO	800	790	99
BROOKS	D CORPUS CHRISTI	2,700	2,610	97
BROWN	D ABILENE-SWEETWATER	13,100	12,690	97
BURLESON	D WACO-TEMPLE	5,100	4,940	97
BURNET	D AUSTIN	9,200	9,030	98
CALDWELL	D AUSTIN	8,800	8,640	98
CALHOUN	D HOUSTON	6,700	6,590	98
CALLAHAN	D ABILENE-SWEETWATER	4,600	4,540	99
CAMERON	MC HARLINGEN-WESLACO-BRNSVLLE	75,000	72,950	97
CAMP	D SHREVEPORT	3,800	3,690	97
CARSON	MD AMARILLO	2,300	2,270	99
CASS	D SHREVEPORT	11,300	11,130	98
CASTRO	D AMARILLO	2,900	2,880	99
CHAMBERS	D HOUSTON	6,800	6,680	98
CHEROKEE	MD TYLER	15,100	14,720	97
CHILDRESS	D AMARILLO	2,400	2,330	97
CLAY	MD WICHITA FALLS & LAWTON	3,800	3,750	99
COCHRAN	D LUBBOCK	1,400	1,370	98
COKE	D SAN ANGELO	1,400	1,370	98
COLEMAN	D ABILENE-SWEETWATER	3,900	3,830	98
COLLIN	MA DALLAS-FT. WORTH	103,800	102,420	99
COLLINGSWORTH	D AMARILLO	1,400	1,350	96
COLORADO	D HOUSTON	6,900	6,690	97
COMAL	MB SAN ANTONIO	20,200	19,960	99
COMANCHE	D DALLAS-FT. WORTH	5,300	5,170	98
CONCHO	D SAN ANGELO	1,000	980	98
COOKE	D DALLAS-FT. WORTH	11,800	11,530	98
CORYELL	MC WACO-TEMPLE	17,400	17,200	99
COTTLE	D AMARILLO	900	870	97
CRANE	D ODESSA-MIDLAND	1,500	1,490	99
CROCKETT	D SAN ANGELO	1,400	1,360	97
CROSBY	D LUBBOCK	2,400	2,380	99
CULBERSON	D EL PASO	1,100	1,040	95
DALLAM	D AMARILLO	2,000	1,950	98
DALLAS	MA DALLAS-FT. WORTH	721,700	711,670	99
DAWSON	D LUBBOCK	4,900	4,830	99
DEAF SMITH	D AMARILLO	6,100	5,990	98
DELTA	D DALLAS-FT. WORTH	1,900	1,850	97
DENTON	MA DALLAS-FT. WORTH	109,900	107,640	98
DE WITT	D SAN ANTONIO	7,100	6,980	98
DICKENS	D LUBBOCK	1,000	980	98
DIMMIT	D SAN ANTONIO	3,000	2,790	93
DONLEY	D AMARILLO	1,500	1,440	96
DUVAL	D CORPUS CHRISTI	4,100	3,950	96

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)				
EASTLAND	D ABILENE-SWEETWATER	7,200	7,040	98
ECTOR	MC ODESSA-MIDLAND	41,700	41,130	99
EDWARDS	D SAN ANTONIO	800	770	96
ELLIS	MA DALLAS-FT. WORTH	30,000	29,580	99
EL PASO	MB EL PASO	185,400	183,050	99
ERATH	D DALLAS-FT. WORTH	11,200	10,820	97
FALLS	MD WACO-TEMPLE	6,400	6,200	97
FANNIN	D DALLAS-FT. WORTH	9,700	9,530	98
FAYETTE	D AUSTIN	8,000	7,680	96
FISHER	D ABILENE-SWEETWATER	1,900	1,890	99
FLOYD	D LUBBOCK	2,900	2,840	98
FOARD	D WICHITA FALLS & LAWTON	700	690	99
FORT BEND	MA HOUSTON	75,500	74,360	98
FRANKLIN	D TYLER	3,000	2,830	94
FREESTONE	D DALLAS-FT. WORTH	6,000	5,840	97
FRIO	D SAN ANTONIO	4,100	4,000	98
GAINES	D ODESSA-MIDLAND	4,400	4,310	98
GALVESTON	MA HOUSTON	82,400	80,930	98
GARZA	D LUBBOCK	1,800	1,750	97
GILLESPIE	D SAN ANTONIO	6,900	6,680	97
GLASSCOCK	D ODESSA-MIDLAND	500	500	100
GOLIAD	D SAN ANTONIO	2,300	2,230	97
GONZALES	D SAN ANTONIO	6,200	6,060	98
GRAY	D AMARILLO	9,300	9,160	98
GRAYSON	C DALLAS-FT. WORTH	36,900	36,230	98
GREGG	C TYLER	40,100	39,510	99
GRIMES	D HOUSTON	6,200	6,010	97
GUADALUPE	MB SAN ANTONIO	23,700	23,160	98
HALE	D LUBBOCK	11,600	11,440	99
HALL	D AMARILLO	1,500	1,470	98
HAMILTON	D WACO-TEMPLE	3,200	3,110	97
HANSFORD	D AMARILLO	2,100	2,080	99
HARDEMAN	D WICHITA FALLS & LAWTON	2,000	1,970	99
HARDIN	MB BEAUMONT-PORT ARTHUR	14,600	14,060	96
HARRIS	MA HOUSTON	1,040,500	1,021,250	98
HARRISON	C SHREVEPORT	20,900	20,500	98
HARTLEY	D AMARILLO	1,300	1,290	99
HASKELL	D ABILENE-SWEETWATER	2,700	2,670	99
HAYS	MB AUSTIN	23,400	22,810	97
HEMPHILL	D AMARILLO	1,200	1,150	96
HENDERSON	C DALLAS-FT. WORTH	23,700	23,370	99
HIDALGO	MB HARLINGEN-WESLACO-BRNSVLLE	108,800	106,030	97
HILL	D DALLAS-FT. WORTH	10,400	10,230	98
HOCKLEY	D LUBBOCK	7,900	7,780	98
HOOD	D DALLAS-FT. WORTH	12,000	11,890	99
HOPKINS	D DALLAS-FT. WORTH	11,100	10,810	97
HOUSTON	D TYLER	7,800	7,540	97
HOWARD	D ODESSA-MIDLAND	11,200	11,030	98
HUDSPETH	D EL PASO	900	860	96
HUNT	C DALLAS-FT. WORTH	24,400	24,120	99
HUTCHINSON	D AMARILLO	9,400	9,320	99
IRION	D SAN ANGELO	600	590	98
JACK	D DALLAS-FT. WORTH	2,700	2,660	99
JACKSON	D HOUSTON	4,800	4,510	94
JASPER	D BEAUMONT-PORT ARTHUR	11,400	11,080	97
JEFF DAVIS	D ODESSA-MIDLAND	800	700	88
JEFFERSON	MB BEAUMONT-PORT ARTHUR	89,500	88,350	99
JIM HOGG	D CORPUS CHRISTI	1,600	1,540	96
JIM WELLS	MD CORPUS CHRISTI	11,800	11,420	97
JOHNSON	MA DALLAS-FT. WORTH	35,000	34,420	98
JONES	D ABILENE-SWEETWATER	6,000	5,920	99
KARNES	D SAN ANTONIO	4,300	4,210	98
KAUFMAN	MA DALLAS-FT. WORTH	18,700	18,480	99
KENDALL	D SAN ANTONIO	5,600	5,450	97
KENEDY	D CORPUS CHRISTI	100	100	100
KENT	D LUBBOCK	400	390	98
KERR	D SAN ANTONIO	14,600	14,190	97
KIMBLE	D DALLAS-FT. WORTH	1,600	1,530	96
KING	D WICHITA FALLS & LAWTON	100	100	100
KINNEY	D SAN ANTONIO	1,200	1,140	95
KLEBERG	MD CORPUS CHRISTI	9,800	9,630	98
KNOX	D WICHITA FALLS & LAWTON	1,800	1,760	98
LAMAR	D DALLAS-FT. WORTH	16,800	16,300	97
LAMB	D LUBBOCK	5,300	5,210	98
LAMPASAS	D WACO-TEMPLE	5,100	4,970	97
LA SALLE	D SAN ANTONIO	1,700	1,620	95
LAVACA	D SAN ANTONIO	7,200	6,870	95
LEE	D AUSTIN	4,700	4,580	97
LEON	D WACO-TEMPLE	5,000	4,790	96

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COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)				
LIBERTY	MA HOUSTON	18,400	18,060	98
LIMESTONE	D WACO-TEMPLE	7,800	7,690	99
LIPSCOMB	D AMARILLO	1,100	1,070	97
LIVE OAK	D SAN ANTONIO	3,500	3,420	98
LLANO	D AUSTIN	5,400	5,300	98
LOVING	D ODESSA-MIDLAND	100	100	100
LUBBOCK	MC LUBBOCK	82,900	81,810	99
LYNN	D LUBBOCK	2,300	2,260	98
MCCULLOCH	D SAN ANGELO	3,500	3,380	97
MCLENNAN	MC WACO-TEMPLE	70,900	69,870	99
MCMULLEN	D SAN ANTONIO	300	290	97
MADISON	D HOUSTON	3,300	3,250	98
MARION	D SHREVEPORT	4,000	3,950	99
MARTIN	D ODESSA-MIDLAND	1,600	1,560	98
MASON	D AUSTIN	1,400	1,290	92
MATAGORDA	D HOUSTON	13,000	12,690	98
MAVERICK	D SAN ANTONIO	10,100	9,540	94
MEDINA	D SAN ANTONIO	9,300	9,160	98
MENARD	D SAN ANGELO	900	840	93
MIDLAND	MC ODESSA-MIDLAND	39,700	39,140	99
MILAM	D WACO-TEMPLE	8,500	8,250	97
MILLS	D WACO-TEMPLE	1,800	1,750	97
MITCHELL	D ABILENE-SWEETWATER	3,000	2,940	98
MONTAGUE	D WICHITA FALLS & LAWTON	6,700	6,590	98
MONTGOMERY	MA HOUSTON	66,400	65,130	98
MOORE	D AMARILLO	6,100	6,060	99
MORRIS	D SHREVEPORT	4,900	4,780	98
MOTLEY	D LUBBOCK	600	580	97
NACOGDOCHES	C TYLER	20,500	20,070	98
NAVARRO	D DALLAS-FT. WORTH	15,000	14,850	99
NEWTON	D BEAUMONT-PORT ARTHUR	4,900	4,810	98
NOLAN	D ABILENE-SWEETWATER	6,200	6,110	99
NUECES	MB CORPUS CHRISTI	100,700	98,910	98
OCHILTREE	D AMARILLO	3,200	3,140	98
OLDHAM	D AMARILLO	700	690	99
ORANGE	MB BEAUMONT-PORT ARTHUR	28,800	28,310	98
PALO PINTO	D DALLAS-FT. WORTH	9,400	9,030	96
PANOLA	D SHREVEPORT	8,300	8,090	97
PARKER	MA DALLAS-FT. WORTH	24,300	23,970	99
PARMER	D AMARILLO	3,100	3,060	99
PECOS-	D ODESSA-MIDLAND	4,600	4,440	97
POLK	D HOUSTON	12,200	11,820	97
POTTER	MC AMARILLO	36,900	36,400	99
PRESIDIO	D ODESSA-MIDLAND	2,300	2,140	93
RAINS	D DALLAS-FT. WORTH	2,800	2,640	94
RANDALL	MC AMARILLO	35,600	35,240	99
REAGAN	D ODESSA-MIDLAND	1,300	1,290	99
REAL	D SAN ANTONIO	900	760	84
RED RIVER	D SHREVEPORT	5,600	5,510	98
REEVES	D ODESSA-MIDLAND	4,700	4,600	98
REFUGIO	D CORPUS CHRISTI	2,900	2,860	99
ROBERTS	D AMARILLO	400	390	98
ROBERTSON	D WACO-TEMPLE	5,700	5,590	98
ROCKWALL	MA DALLAS-FT. WORTH	9,500	9,420	99
RUNNELS	D ABILENE-SWEETWATER	4,300	4,260	99
RUSK	D SHREVEPORT	16,400	16,090	98
SABINE	D BEAUMONT-PORT ARTHUR	4,000	3,840	96
SAN AUGUSTINE	D TYLER	3,000	2,910	97
SAN JACINTO	D HOUSTON	6,400	5,960	93
SAN PATRICIO	MB CORPUS CHRISTI	18,600	18,270	98
SAN SABA	D WACO-TEMPLE	2,100	2,050	98
SCHLEICHER	D SAN ANGELO	1,000	970	97
SCURRY	D ABILENE-SWEETWATER	6,200	6,140	99
SHACKELFORD	D ABILENE-SWEETWATER	1,300	1,270	98
SHELBY	D SHREVEPORT	8,500	8,310	98
SHERMAN	D AMARILLO	1,000	990	99
SMITH	MC TYLER	58,200	57,300	98
SOMERVELL	D DALLAS-FT. WORTH	2,000	1,930	97
STARR	MD HARLINGEN-WESLACO-BRNSVLLE	10,800	10,210	95
STEPHENS	D ABILENE-SWEETWATER	3,400	3,310	97
STERLING	D SAN ANGELO	500	490	98
STONEWALL	D ABILENE-SWEETWATER	800	790	99
SUTTON	D SAN ANGELO	1,400	1,340	96
SWISHER	D AMARILLO	2,900	2,880	99
TARRANT	MA DALLAS-FT. WORTH	460,000	453,880	99
TAYLOR	C ABILENE-SWEETWATER	43,300	42,720	99
TERRELL	D ODESSA-MIDLAND	500	470	94
TERRY	D LUBBOCK	4,400	4,370	99
THROCKMORTON	D ABILENE-SWEETWATER	800	780	98
TITUS	D SHREVEPORT	8,600	8,480	99
TOM GREEN	C SAN ANGELO	36,100	35,460	98
TRAVIS	MB AUSTIN	243,500	237,970	98
TRINITY	D HOUSTON	4,700	4,600	98
TYLER	D BEAUMONT-PORT ARTHUR	6,400	6,220	97
UPSHUR	D TYLER	11,400	11,200	98
UPTON	D ODESSA-MIDLAND	1,400	1,380	99
UVALDE	D SAN ANTONIO	7,600	7,290	96
VAL VERDE	D SAN ANTONIO	11,900	11,480	96
VAN ZANDT	D DALLAS-FT. WORTH	14,700	14,490	99
VICTORIA	MC VICTORIA	26,200	25,580	98
WALKER	D HOUSTON	15,400	14,940	97
WALLER	MA HOUSTON	7,500	7,320	98
WARD	D ODESSA-MIDLAND	4,300	4,240	99
WASHINGTON	D HOUSTON	9,800	9,520	97
WEBB	MC LAREDO	35,600	34,810	98
WHARTON	D HOUSTON	14,100	13,810	98
WHEELER	D AMARILLO	2,300	2,260	98
WICHITA	MC WICHITA FALLS & LAWTON	45,000	44,480	99
WILBARGER	MD WICHITA FALLS & LAWTON	5,600	5,500	98
WILLACY	MD HARLINGEN-WESLACO-BRNSVLLE	5,000	4,850	97
WILLIAMSON	MB AUSTIN	52,000	51,070	98
WILSON	D SAN ANTONIO	7,800	7,610	98
WINKLER	D ODESSA-MIDLAND	2,800	2,760	99
WISE	D DALLAS-FT. WORTH	12,500	12,360	99
WOOD	D DALLAS-FT. WORTH	11,600	11,390	98
YOAKUM	D LUBBOCK	2,800	2,690	96
YOUNG	D WICHITA FALLS & LAWTON	6,900	6,820	99
ZAPATA	MD LAREDO	3,000	2,850	95
ZAVALA	D SAN ANTONIO	3,400	3,240	95
	STATE TOTAL	6,215,200	6,102,910	
UTAH				
BEAVER	D SALT LAKE CITY	1,600	1,570	98
BOX ELDER	D SALT LAKE CITY	11,200	11,080	99
CACHE	C SALT LAKE CITY	21,500	20,930	97
CARBON	D SALT LAKE CITY	6,700	6,570	98
DAGGETT	D SALT LAKE CITY	300	290	97
DAVIS	MB SALT LAKE CITY	55,800	55,330	99
DUCHESNE	D SALT LAKE CITY	3,600	3,520	98
EMERY	D SALT LAKE CITY	2,900	2,860	99
GARFIELD	D SALT LAKE CITY	1,300	1,240	95
GRAND	D SALT LAKE CITY	2,400	2,150	90
IRON	D SALT LAKE CITY	6,300	6,140	97
JUAB	D SALT LAKE CITY	1,800	1,750	97
KANE	D SALT LAKE CITY	1,800	1,620	90
MILLARD	D SALT LAKE CITY	3,300	3,250	98
MORGAN	MD SALT LAKE CITY	1,600	1,570	98
PIUTE	D SALT LAKE CITY	500	490	98
RICH	D SALT LAKE CITY	500	470	94
SALT LAKE	MB SALT LAKE CITY	246,000	242,410	99
SAN JUAN	D SALT LAKE CITY	3,400	2,950	87
SANPETE	D SALT LAKE CITY	4,900	4,820	98
SEVIER	D SALT LAKE CITY	4,900	4,840	99
SUMMIT	D SALT LAKE CITY	5,500	5,310	97
TOOELE	MD SALT LAKE CITY	8,600	8,450	98
UINTAH	D SALT LAKE CITY	6,500	6,430	99
UTAH	MC SALT LAKE CITY	71,700	69,790	97
WASATCH	D SALT LAKE CITY	3,200	3,140	98
WASHINGTON	D SALT LAKE CITY	16,400	15,690	96
WAYNE	D SALT LAKE CITY	700	690	99
WEBER	MB SALT LAKE CITY	53,800	53,100	99
	STATE TOTAL	548,700	538,450	
VERMONT				
ADDISON	D BURLINGTON-PLATTSBURGH	11,700	11,430	98
BENNINGTON	D ALBANY-SCHENECTADY-TROY	13,800	13,430	97
CALEDONIA	D BURLINGTON-PLATTSBURGH	10,600	10,350	98
CHITTENDEN	MC BURLINGTON-PLATTSBURGH	49,900	49,060	98
ESSEX	D PORTLAND-AUBURN	2,400	2,370	99
FRANKLIN	MD BURLINGTON-PLATTSBURGH	14,700	14,550	99
GRAND ISLE	MC BURLINGTON-PLATTSBURGH	2,100	2,080	99
LAMOILLE	D BURLINGTON-PLATTSBURGH	7,600	7,510	99
ORANGE	D BURLINGTON-PLATTSBURGH	9,700	9,520	98
ORLEANS	D BURLINGTON-PLATTSBURGH	8,900	8,770	99
RUTLAND	C BURLINGTON-PLATTSBURGH	24,100	23,650	98
WASHINGTON	C BURLINGTON-PLATTSBURGH	21,400	20,980	98
WINDHAM	D BOSTON	16,700	15,490	93

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
VERMONT (CONT'D)					
WINDSOR	C	BURLINGTON-PLATTSBURGH	22,000	21,460	98
		STATE TOTAL	215,600	210,650	
VIRGINIA					
ACCOMACK	D	NORFOLK-PORTSMTH-NEWPT NWS	12,800	12,450	97
ALBEMARLE	MC	CHARLOTTESVILLE	41,400	39,530	95
ALLEGHANY	D	ROANOKE-LYNCHBURG	9,700	9,490	98
AMELIA	D	RICHMOND-PETERSBURG	3,200	3,110	97
AMHERST	MC	ROANOKE-LYNCHBURG	9,900	9,720	98
APPOMATTOX	D	ROANOKE-LYNCHBURG	4,600	4,500	98
ARLINGTON	MA	WASHINGTON, DC	132,100	129,330	98
AUGUSTA	C	RICHMOND-PETERSBURG	37,500	36,680	98
BATH	D	ROANOKE-LYNCHBURG	1,800	1,750	97
BEDFORD	MD	ROANOKE-LYNCHBURG	20,500	20,240	99
BLAND	D	ROANOKE-LYNCHBURG	2,200	2,130	97
BOTETOURT	MB	ROANOKE-LYNCHBURG	9,400	9,170	98
BRUNSWICK	D	RICHMOND-PETERSBURG	5,500	5,410	98
BUCHANAN	D	TRI-CITIES, TN-VA	10,700	10,460	98
BUCKINGHAM	D	RICHMOND-PETERSBURG	4,400	4,290	98
CAMPBELL	MC	ROANOKE-LYNCHBURG	43,400	42,830	99
CAROLINE	D	RICHMOND-PETERSBURG	6,700	6,550	98
CARROLL	D	ROANOKE-LYNCHBURG	13,300	13,040	98
CHARLOTTE	D	ROANOKE-LYNCHBURG	4,300	4,210	98
CHARLES CITY	MB	RICHMOND-PETERSBURG	2,200	2,140	97
CHESTERFIELD	MB	RICHMOND-PETERSBURG	84,200	83,610	99
CLARKE	D	WASHINGTON, DC	4,400	4,350	99
CRAIG	D	ROANOKE-LYNCHBURG	1,700	1,660	98
CULPEPER	D	WASHINGTON, DC	10,100	9,760	97
CUMBERLAND	D	RICHMOND-PETERSBURG	2,800	2,650	95
DICKENSON	D	TRI-CITIES, TN-VA	6,300	6,190	98
DINWIDDIE	MB	RICHMOND-PETERSBURG	22,300	21,970	99
ESSEX	D	RICHMOND-PETERSBURG	3,300	3,230	98
FAIRFAX	MA	WASHINGTON, DC	318,900	316,410	99
FAUQUIER	D	WASHINGTON, DC	17,400	17,160	99
FLOYD	D	ROANOKE-LYNCHBURG	4,800	4,660	97
FLUVANNA	C	RICHMOND-PETERSBURG	4,700	4,600	98
FRANKLIN	D	ROANOKE-LYNCHBURG	15,000	14,430	96
FREDERICK	C	WASHINGTON, DC	26,600	26,280	99
GILES	D	ROANOKE-LYNCHBURG	6,400	6,300	98
GLOUCESTER	MB	NORFOLK-PORTSMTH-NEWPT NWS	11,600	11,450	99
GOOCHLAND	MB	RICHMOND-PETERSBURG	5,100	4,970	97
GRAYSON	D	GREENSBORO-H.POINT-W.SALEM	6,500	6,100	94
GREENE	C	CHARLOTTESVILLE	3,900	3,760	96
GREENSVILLE	D	RICHMOND-PETERSBURG	5,100	4,980	98
HALIFAX	D	ROANOKE-LYNCHBURG	13,400	13,050	97
HANOVER	MB	RICHMOND-PETERSBURG	23,900	23,600	99
HENRICO	MB	RICHMOND-PETERSBURG	92,500	91,260	99
HENRY	C	ROANOKE-LYNCHBURG	28,900	28,490	99
HIGHLAND	D	ROANOKE-LYNCHBURG	1,100	1,060	96
ISLE OF WIGHT	D	NORFOLK-PORTSMTH-NEWPT NWS	9,400	9,210	98
JAMES CITY	MB	NORFOLK-PORTSMTH-NEWPT NWS	17,700	17,440	99
KING & QUEEN	D	RICHMOND-PETERSBURG	2,400	2,340	98
KING GEORGE	D	WASHINGTON, DC	4,900	4,860	99
KING WILLIAM	D	RICHMOND-PETERSBURG	3,900	3,840	98
LANCASTER	D	RICHMOND-PETERSBURG	4,600	4,500	98
LEE	D	TRI-CITIES, TN-VA	9,200	8,990	98
LOUDOUN	MA	WASHINGTON, DC	32,400	32,080	99
LOUISA	D	RICHMOND-PETERSBURG	7,600	7,370	97
LUNENBURG	D	RICHMOND-PETERSBURG	4,400	4,320	98
MADISON	D	RICHMOND-PETERSBURG	4,200	4,010	95
MATHEWS	D	NORFOLK-PORTSMTH-NEWPT NWS	3,600	3,470	96
MECKLENBURG	D	RALEIGH-DURHAM	11,300	11,110	98
MIDDLESEX	D	RICHMOND-PETERSBURG	3,600	3,490	97
MONTGOMERY	C	ROANOKE-LYNCHBURG	31,900	31,000	97
NELSON	D	RICHMOND-PETERSBURG	4,900	4,740	97
NEW KENT	MB	RICHMOND-PETERSBURG	3,900	3,840	98
NORTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	5,100	4,980	98
NORTHUMBERLND	D	RICHMOND-PETERSBURG	4,600	4,520	98
NOTTOWAY	D	RICHMOND-PETERSBURG	5,300	5,220	98
ORANGE	D	RICHMOND-PETERSBURG	8,200	8,070	98
PAGE	D	HARRISONBURG	8,200	8,080	99
PATRICK	D	GREENSBORO-H.POINT-W.SALEM	6,900	6,750	98
PITTSYLVANIA	C	ROANOKE-LYNCHBURG	42,300	41,670	99
POWHATAN	MB	RICHMOND-PETERSBURG	4,800	4,720	98
PRINCE EDWARD	D	RICHMOND-PETERSBURG	5,400	5,260	97
PRINCE GEORGE	MB	RICHMOND-PETERSBURG	17,400	17,250	99
PRINCE WM	MA	WASHINGTON, DC	87,000	86,270	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
VIRGINIA (CONT'D)					
PULASKI	D	ROANOKE-LYNCHBURG	13,400	13,110	98
RAPPAHANNOCK	D	WASHINGTON, DC	2,600	2,550	98
RICHMOND	D	RICHMOND-PETERSBURG	2,700	2,640	98
ROANOKE	MB	ROANOKE-LYNCHBURG	80,800	79,960	99
ROCKBRIDGE	D	ROANOKE-LYNCHBURG	11,800	11,420	97
ROCKINGHAM	C	HARRISONBURG	31,800	30,490	96
RUSSELL	D	TRI-CITIES, TN-VA	10,500	10,250	98
SCOTT	MB	TRI-CITIES, TN-VA	8,900	8,710	98
SHENANDOAH	D	WASHINGTON, DC	12,800	12,540	98
SMYTH	D	TRI-CITIES, TN-VA	12,200	12,050	99
SOUTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	9,000	8,810	98
SPOTSYLVANIA	C	WASHINGTON, DC	28,000	27,400	98
STAFFORD	MA	WASHINGTON, DC	20,800	20,480	98
SUFFOLK CITY	MB	NORFOLK-PORTSMTH-NEWPT NWS	19,000	18,660	98
SURRY	D	NORFOLK-PORTSMTH-NEWPT NWS	2,300	2,250	98
SUSSEX	D	RICHMOND-PETERSBURG	3,800	3,730	98
TAZEWELL	D	BLUEFIELD-BECKLEY-OAK HILL	17,100	16,780	98
VIRGINIA BCH	MB	NORFOLK-PORTSMTH-NEWPT NWS	143,600	142,440	99
WARREN	D	WASHINGTON, DC	10,300	10,200	99
WASHINGTON	MB	TRI-CITIES, TN-VA	25,100	24,610	98
WESTMORELAND	D	WASHINGTON, DC	6,200	6,100	98
WISE	D	TRI-CITIES, TN-VA	16,000	15,670	98
WYTHE	D	ROANOKE-LYNCHBURG	9,900	9,740	98
YORK	MB	NORFOLK-PORTSMTH-NEWPT NWS	19,100	18,900	99
CHSPEAKE CITY	MB	NORFOLK-PORTSMTH-NEWPT NWS	55,500	54,860	99
NORFOLK CITY	MB	NORFOLK-PORTSMTH-NEWPT NWS	90,800	88,970	98
PRTSMUTH CITY	MB	NORFOLK-PORTSMTH-NEWPT NWS	39,000	38,460	99
HAMPTON CITY	MB	NORFOLK-PORTSMTH-NEWPT NWS	50,800	50,120	99
NWPRT NWS CTY	MB	NORFOLK-PORTSMTH-NEWPT NWS	65,500	64,570	99
RICHMOND-IND	MB	RICHMOND-PETERSBURG	84,700	83,240	98
		STATE TOTAL	2,355,600	2,318,120	
WASHINGTON					
ADAMS	D	SPOKANE	4,600	4,490	98
ASOTIN	D	SPOKANE	7,000	6,850	98
BENTON	C	YAKIMA-PASCO-RCHLND-KNNWCK	42,600	41,780	98
CHELAN	C	SEATTLE-TACOMA	21,000	20,140	96
CLALLAM	C	SEATTLE-TACOMA	23,400	22,240	95
CLARK	MB	PORTLAND, OR	91,800	89,100	97
COLUMBIA	D	SPOKANE	1,600	1,550	97
COWLITZ	C	PORTLAND, OR	32,100	31,390	98
DOUGLAS	D	SPOKANE	9,900	9,730	98
FERRY	D	SPOKANE	2,300	2,120	92
FRANKLIN	C	YAKIMA-PASCO-RCHLND-KNNWCK	12,200	11,890	97
GARFIELD	D	SPOKANE	900	860	96
GRANT	D	SPOKANE	19,900	19,270	97
GRAYS HARBOR	C	SEATTLE-TACOMA	25,600	24,320	95
ISLAND	C	SEATTLE-TACOMA	22,900	22,450	98
JEFFERSON	D	SEATTLE-TACOMA	8,900	8,380	94
KING	MA	SEATTLE-TACOMA	636,100	616,830	97
KITSAP	C	SEATTLE-TACOMA	72,900	71,580	98
KITTITAS	D	YAKIMA-PASCO-RCHLND-KNNWCK	10,600	10,100	95
KLICKITAT	D	PORTLAND, OR	6,200	5,810	94
LEWIS	C	SEATTLE-TACOMA	22,800	21,590	95
LINCOLN	D	SPOKANE	3,600	3,540	98
MASON	D	SEATTLE-TACOMA	15,100	14,550	96
OKANOGAN	D	SPOKANE	12,800	12,170	95
PACIFIC	D	SEATTLE-TACOMA	8,000	7,700	96
PEND OREILLE	D	SPOKANE	3,400	3,230	95
PIERCE	MA	SEATTLE-TACOMA	221,600	217,210	98
SAN JUAN	D	SEATTLE-TACOMA	4,600	4,390	95
SKAGIT	C	SEATTLE-TACOMA	31,500	30,220	96
SKAMANIA	D	PORTLAND, OR	3,100	2,850	92
SNOHOMISH	MA	SEATTLE-TACOMA	181,300	176,750	97
SPOKANE	MB	SPOKANE	142,600	139,860	98
STEVENS	D	SPOKANE	11,400	10,550	93
THURSTON	C	SEATTLE-TACOMA	64,900	63,210	97
WAHKIAKUM	D	PORTLAND, OR	1,300	1,200	92
WALLA WALLA	D	YAKIMA-PASCO-RCHLND-KNNWCK	17,500	16,870	96
WHATCOM	C	SEATTLE-TACOMA	50,100	48,060	96
WHITMAN	D	SPOKANE	13,400	12,530	94
YAKIMA	MC	YAKIMA-PASCO-RCHLND-KNNWCK	66,800	65,490	98
		STATE TOTAL	1,928,300	1,872,850	
WEST VIRGINIA					
BARBOUR	D	CLARKSBURG-WESTON	5,800	5,700	98
BERKELEY	C	WASHINGTON, DC	23,200	22,890	99

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
WEST VIRGINIA (CONT'D)				
BOONE	D CHARLESTON-HUNTINGTON	9,400	9,170	98
BRAXTON	D CHARLESTON-HUNTINGTON	4,900	4,780	98
BROOKE	MC WHEELING-STEUBENVILLE	9,900	9,800	99
CABELL	MB CHARLESTON-HUNTINGTON	38,400	37,970	99
CALHOUN	D CHARLESTON-HUNTINGTON	2,900	2,820	97
CLAY	D CHARLESTON-HUNTINGTON	3,600	3,490	97
DODDRIDGE	D CLARKSBURG-WESTON	2,600	2,490	96
FAYETTE	D BLUEFIELD-BECKLEY-OAK HILL	17,800	17,570	99
GILMER	D CLARKSBURG-WESTON	2,600	2,460	95
GRANT	D HARRISONBURG	4,000	3,700	93
GREENBRIER	D BLUEFIELD-BECKLEY-OAK HILL	13,600	13,310	98
HAMPSHIRE	D WASHINGTON, DC	6,300	6,070	96
HANCOCK	MC WHEELING-STEUBENVILLE	13,600	13,470	99
HARDY	D WASHINGTON, DC	4,400	4,290	98
HARRISON	C CLARKSBURG-WESTON	26,600	26,340	99
JACKSON	D CHARLESTON-HUNTINGTON	9,700	9,590	99
JEFFERSON	D WASHINGTON, DC	13,400	13,170	98
KANAWHA	MB CHARLESTON-HUNTINGTON	83,700	82,460	99
LEWIS	D CLARKSBURG-WESTON	6,500	6,400	98
LINCOLN	MD CHARLESTON-HUNTINGTON	7,500	7,360	98
LOGAN	D CHARLESTON-HUNTINGTON	15,100	14,870	98
MCDOWELL	D BLUEFIELD-BECKLEY-OAK HILL	12,100	11,850	98
MARION	C CLARKSBURG-WESTON	22,200	21,940	99
MARSHALL	MC WHEELING-STEUBENVILLE	13,900	13,780	99
MASON	D CHARLESTON-HUNTINGTON	9,500	9,330	98
MERCER	C BLUEFIELD-BECKLEY-OAK HILL	24,900	24,500	98
MINERAL	C WASHINGTON, DC	10,000	9,590	96
MINGO	D CHARLESTON-HUNTINGTON	11,600	11,280	97
MONONGALIA	C PITTSBURGH	29,200	28,410	97
MONROE	D BLUEFIELD-BECKLEY-OAK HILL	4,700	4,620	98
MORGAN	D WASHINGTON, DC	4,900	4,750	97
NICHOLAS	D CHARLESTON-HUNTINGTON	9,900	9,650	97
OHIO	MC WHEELING-STEUBENVILLE	20,200	19,990	99
PENDLETON	D HARRISONBURG	3,100	2,950	95
PLEASANTS	D PARKERSBURG	2,800	2,780	99
POCAHONTAS	D ROANOKE-LYNCHBURG	3,600	3,520	98
PRESTON	D PITTSBURGH	10,500	10,230	97
PUTNAM	MB CHARLESTON-HUNTINGTON	16,000	15,730	98
RALEIGH	C BLUEFIELD-BECKLEY-OAK HILL	28,700	28,210	98
RANDOLPH	D CLARKSBURG-WESTON	10,300	9,950	97
RITCHIE	D CLARKSBURG-WESTON	3,800	3,670	97
ROANE	D CHARLESTON-HUNTINGTON	5,700	5,520	97
SUMMERS	D BLUEFIELD-BECKLEY-OAK HILL	5,200	5,080	98
TAYLOR	D CLARKSBURG-WESTON	5,700	5,620	99
TUCKER	D CLARKSBURG-WESTON	3,000	2,920	97
TYLER	D WHEELING-STEUBENVILLE	3,600	3,560	99
UPSHUR	D CLARKSBURG-WESTON	8,100	7,960	98
WAYNE	MB CHARLESTON-HUNTINGTON	15,400	15,070	98
WEBSTER	D CLARKSBURG-WESTON	3,900	3,770	97
WETZEL	D WHEELING-STEUBENVILLE	7,100	6,980	98
WIRT	D CHARLESTON-HUNTINGTON	2,000	1,950	98
WOOD	MC PARKERSBURG	33,800	33,390	99
WYOMING	D BLUEFIELD-BECKLEY-OAK HILL	10,200	10,060	99
	STATE TOTAL	681,100	668,780	
WISCONSIN				
ADAMS	D WAUSAU-RHINELANDER	6,100	6,040	99
ASHLAND	D DULUTH-SUPERIOR	6,300	6,190	98
BARRON	D MINNEAPOLIS-ST. PAUL	15,700	15,430	98
BAYFIELD	D DULUTH-SUPERIOR	5,600	5,470	98
BROWN	MC GREEN BAY-APPLETON	73,800	73,370	99
BUFFALO	D LA CROSSE-EAU CLAIRE	5,100	5,020	98
BURNETT	D MINNEAPOLIS-ST. PAUL	5,300	5,180	98
CALUMET	MB GREEN BAY-APPLETON	12,100	12,020	99
CHIPPEWA	C LA CROSSE-EAU CLAIRE	19,300	19,170	99
CLARK	D WAUSAU-RHINELANDER	11,200	10,980	98
COLUMBIA	D MADISON	17,200	16,940	98
CRAWFORD	D CEDAR RAPIDS-WATERLOO&DUBQ	5,900	5,840	99
DANE	MB MADISON	145,800	142,680	98
DODGE	C MILWAUKEE	27,100	26,880	99
DOOR	D GREEN BAY-APPLETON	10,200	10,160	100
DOUGLAS	MB DULUTH-SUPERIOR	16,400	16,220	99
DUNN	D MINNEAPOLIS-ST. PAUL	12,400	12,170	98
EAU CLAIRE	C LA CROSSE-EAU CLAIRE	31,800	31,360	99
FLORENCE	D MARQUETTE	1,800	1,790	99
FOND DU LAC	C GREEN BAY-APPLETON	32,900	32,630	99
FOREST	D WAUSAU-RHINELANDER	3,300	3,270	99
GRANT	D CEDAR RAPIDS-WATERLOO&DUBQ	17,100	16,840	98
GREEN	D MADISON	11,600	11,500	99
GREEN LAKE	D GREEN BAY-APPLETON	7,200	7,130	99
IOWA	D MADISON	7,500	7,410	99
IRON	D DULUTH-SUPERIOR	2,600	2,580	99
JACKSON	D LA CROSSE-EAU CLAIRE	6,300	6,250	99
JEFFERSON	C MILWAUKEE	24,300	24,000	99
JUNEAU	D MADISON	8,400	8,250	98
KENOSHA	A MILWAUKEE	47,700	47,260	99
KEWAUNEE	MD GREEN BAY-APPLETON	6,800	6,750	99
LA CROSSE	C LA CROSSE-EAU CLAIRE	37,200	36,790	99
LAFAYETTE	D MADISON	5,800	5,720	99
LANGLADE	D WAUSAU-RHINELANDER	7,600	7,450	98
LINCOLN	D WAUSAU-RHINELANDER	10,300	10,230	99
MANITOWOC	MC GREEN BAY-APPLETON	30,100	29,900	99
MARATHON	C WAUSAU-RHINELANDER	42,000	41,680	99
MARINETTE	D GREEN BAY-APPLETON	15,700	15,610	99
MARQUETTE	D MADISON	4,900	4,750	97
MENOMINEE	D GREEN BAY-APPLETON	1,100	1,090	99
MILWAUKEE	MB MILWAUKEE	373,500	369,690	99
MONROE	D LA CROSSE-EAU CLAIRE	13,400	13,250	99
OCONTO	D GREEN BAY-APPLETON	11,500	11,360	99
ONEIDA	D WAUSAU-RHINELANDER	12,800	12,610	99
OUTAGAMIE	MB GREEN BAY-APPLETON	51,700	51,420	99
OZAUKEE	MB MILWAUKEE	26,400	26,250	99
PEPIN	D MINNEAPOLIS-ST. PAUL	2,600	2,550	98
PIERCE	D MINNEAPOLIS-ST. PAUL	11,200	11,030	98
POLK	D MINNEAPOLIS-ST. PAUL	13,300	13,130	99
PORTAGE	C WAUSAU-RHINELANDER	21,700	21,380	99
PRICE	D WAUSAU-RHINELANDER	6,100	5,970	98
RACINE	B MILWAUKEE	64,300	63,530	99
RICHLAND	D MADISON	6,600	6,480	98
ROCK	C MADISON	52,200	51,660	99
RUSK	D LA CROSSE-EAU CLAIRE	5,700	5,530	97
ST CROIX	MA MINNEAPOLIS-ST. PAUL	18,300	18,150	99
SAUK	D MADISON	17,900	17,670	99
SAWYER	D DULUTH-SUPERIOR	5,700	5,570	98
SHAWANO	D GREEN BAY-APPLETON	13,900	13,690	98
SHEBOYGAN	C MILWAUKEE	38,900	38,480	99
TAYLOR	D WAUSAU-RHINELANDER	6,700	6,550	98
TREMPEALEAU	D LA CROSSE-EAU CLAIRE	9,500	9,300	98
VERNON	D LA CROSSE-EAU CLAIRE	9,800	9,560	98
VILAS	D WAUSAU-RHINELANDER	7,500	7,380	98
WALWORTH	C MILWAUKEE	27,900	27,470	98
WASHBURN	D DULUTH-SUPERIOR	5,500	5,260	96
WASHINGTON	MB MILWAUKEE	33,900	33,610	99
WAUKESHA	MB MILWAUKEE	108,800	107,960	99
WAUPACA	D GREEN BAY-APPLETON	17,300	17,010	98
WAUSHARA	D GREEN BAY-APPLETON	7,800	7,690	99
WINNEBAGO	MB GREEN BAY-APPLETON	54,000	53,670	99
WOOD	C WAUSAU-RHINELANDER	27,700	27,520	99
	STATE TOTAL	1,843,600	1,822,380	
WYOMING				
ALBANY	D DENVER	11,900	11,400	96
BIG HORN	D BILLINGS	3,800	3,650	96
CAMPBELL	D DENVER	10,000	9,950	100
CARBON	D DENVER	5,800	5,650	97
CONVERSE	D CASPER-RIVERTON	3,800	3,660	96
CROOK	D RAPID CITY	1,900	1,840	97
FREMONT	D CASPER-RIVERTON	11,700	11,370	97
GOSHEN	D DENVER	4,800	4,730	99
HOT SPRINGS	D CASPER-RIVERTON	1,900	1,860	98
JOHNSON	D CASPER-RIVERTON	2,300	2,250	98
LARAMIE	MC CHEYENNE-SCOTTSBLUF-STRLNG	28,300	27,890	99
LINCOLN	D IDAHO FALLS-POCATELLO	4,000	3,890	97
NATRONA	C CASPER-RIVERTON	23,300	22,830	98
NIOBRARA	D DENVER	1,000	990	99
PARK	D BILLINGS	8,700	8,480	97
PLATTE	D DENVER	3,100	2,960	95
SHERIDAN	D RAPID CITY	9,300	9,070	98
SUBLETTE	D SALT LAKE CITY	1,700	1,650	97
SWEETWATER	D SALT LAKE CITY	13,200	12,970	98
TETON	D SALT LAKE CITY	4,800	4,580	95
UINTA	D SALT LAKE CITY	5,800	5,720	99
WASHAKIE	D CASPER-RIVERTON	3,100	3,030	98
WESTON	D RAPID CITY	2,300	2,220	97
	STATE TOTAL	166,500	162,640	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
662 ABILENE-SWEETWATER		108,700	106,900	98	.116
TEXAS					
BROWN	D	13,100	12,690		
CALLAHAN	D	4,600	4,540		
COLEMAN	D	3,900	3,830		
EASTLAND	D	7,200	7,040		
FISHER	D	1,900	1,890		
HASKELL	D	2,700	2,670		
JONES	D	6,000	5,920		
MITCHELL	D	3,000	2,940		
NOLAN	D	6,200	6,110		
RUNNELS	D	4,300	4,260		
SCURRY	D	6,200	6,140		
SHACKELFORD	D	1,300	1,270		
STEPHENS	D	3,400	3,310		
STONEWALL	D	800	790		
TAYLOR	C	43,300	42,720		
THROCKMORTON	D	800	780		
657 ADA-ARDMORE		70,400	68,730	98	.075
OKLAHOMA					
ATOKA	D	4,500	4,410		
BRYAN	M D	12,600	12,270		
CARTER	M D	16,300	16,000		
CHOCTAW	D	5,900	5,650		
COAL	D	2,300	2,250		
JOHNSTON	M D	3,800	3,740		
LOVE	D	3,000	2,930		
MARSHALL	M D	4,300	4,240		
PONTOTOC	M D	13,400	13,180		
PUSHMATAHA	D	4,300	4,060		
532 ALBANY-SCHENECTADY-TROY		511,100	504,430	99	.548
MASSACHUSETTS					
BERKSHIRE	C	54,200	53,170		
NEW YORK					
ALBANY	M B	116,500	115,230		
COLUMBIA	C	23,900	23,490		
FULTON	C	20,900	20,740		
GREENE	M B	16,900	16,590		
HAMILTON	D	2,200	2,180		
MONTGOMERY	M B	20,200	20,020		
RENSSELAER	M B	57,900	57,100		
SARATOGA	M B	70,200	69,480		
SCHENECTADY	M B	59,300	58,650		
SCHOHARIE	D	11,400	11,190		
WARREN	C	23,000	22,690		
WASHINGTON	C	20,700	20,470		
VERMONT					
BENNINGTON	D	13,800	13,430		
525 ALBANY, GA		125,900	123,490	98	.134
GEORGIA					
ATKINSON	D	2,200	2,130		
BAKER	D	1,300	1,260		
BEN HILL	D	6,000	5,810		
BERRIEN	D	5,300	5,180		
CALHOUN	D	1,700	1,640		
COFFEE	D	10,700	10,440		
COLQUITT	M D	13,100	12,880		
COOK	D	4,800	4,690		
CRISP	D	7,300	7,180		
DOUGHERTY	M C	33,900	33,420		
IRWIN	D	3,100	3,050		
LANIER	D	2,000	1,940		
LEE	M C	5,400	5,260		
MITCHELL	D	6,800	6,670		
TIFT	M D	12,300	12,110		
TURNER	D	3,000	2,970		
WORTH	M D	7,000	6,860		
790 ALBUQUERQUE-SANTA FE		530,100	511,600	97	.556
ARIZONA					
APACHE-N	D	12,000	10,040		
COLORADO					
ARCHULETA	D	2,100	1,890		
CONEJOS	D	2,500	2,450		
COSTILLA	D	1,200	1,130		
LA PLATA	D	12,200	11,460		
MONTEZUMA	D	6,800	6,570		
RIO GRANDE	D	4,000	3,930		
SAGUACHE	D	1,700	1,620		
NEW MEXICO					
BERNALILLO	M B	195,200	191,370		
CATRON	D	1,000	810		
CHAVES	C	20,700	20,290		
CIBOLA	D	7,100	6,950		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
790 ALBUQUERQUE-SANTA FE (CONT'D)					
NEW MEXICO					
COLFAX	D	4,900	4,740		
DE BACA	D	900	840		
EDDY	D	17,400	17,090		
GRANT	D	9,900	9,610		
GUADALUPE	D	1,500	1,430		
HARDING	D	400	380		
LEA-N	D	16,800	16,580		
LINCOLN	D	4,800	4,540		
LOS ALAMOS	C	7,200	7,060		
LUNA	D	7,000	6,790		
MCKINLEY	D	17,000	15,620		
MORA	D	1,500	1,360		
OTERO	D	18,400	18,140		
RIO ARRIBA	D	11,700	10,990		
ROOSEVELT	D	6,000	5,880		
SANDOVAL	M C	22,700	21,950		
SAN JUAN	C	28,800	27,420		
SAN MIGUEL	D	8,800	8,400		
SANTA FE	C	39,400	37,410		
SIERRA	D	4,500	4,190		
SOCORRO	D	5,300	5,030		
TAOS	D	8,900	8,330		
TORRANCE	D	3,900	3,770		
VALENCIA	D	15,900	15,540		
644 ALEXANDRIA, LA		84,700	82,940	98	.090
LOUISIANA					
AVOYELLES	D	13,300	13,070		
GRANT	D	6,300	6,180		
RAPIDES	M C	45,600	44,770		
VERNON	D	19,500	18,920		
583 ALPENA		16,200	15,930	98	.017
MICHIGAN					
ALCONA	D	4,300	4,220		
ALPENA	D	11,900	11,710		
634 AMARILLO		168,600	166,170	99	.181
KANSAS					
MORTON	D	1,300	1,280		
NEW MEXICO					
CURRY	D	15,000	14,790		
QUAY	D	4,200	4,120		
UNION	D	1,500	1,420		
OKLAHOMA					
CIMARRON	D	1,300	1,270		
TEXAS	D	6,100	5,980		
TEXAS					
ARMSTRONG	M D	800	790		
BRISCOE	D	800	790		
CARSON	M D	2,300	2,270		
CASTRO	D	2,900	2,880		
CHILDRESS	D	2,400	2,330		
COLLINGSWORTH	D	1,400	1,350		
COTTLE	D	900	870		
DALLAM	D	2,000	1,950		
DEAF SMITH	D	6,100	5,990		
DONLEY	D	1,500	1,440		
GRAY	D	9,300	9,160		
HALL	D	1,500	1,470		
HANSFORD	D	2,100	2,080		
HARTLEY	D	1,300	1,290		
HEMPHILL	D	1,200	1,150		
HUTCHINSON	D	9,400	9,320		
LIPSCOMB	D	1,100	1,070		
MOORE	D	6,100	6,060		
OCHILTREE	D	3,200	3,140		
OLDHAM	D	700	690		
PARMER	D	3,100	3,060		
POTTER	M C	36,900	36,400		
RANDALL	M C	35,600	35,240		
ROBERTS	D	400	390		
SHERMAN	D	1,000	990		
SWISHER	D	2,900	2,880		
WHEELER	D	2,300	2,260		
743 ANCHORAGE		112,100	107,090	96	.116
ALASKA					
ANCHORAGE	M C	83,400	80,930		
KENAI-PENSLA	D	14,700	13,350		
MATANKA-SUSTN	D	14,000	12,810		
646 ANNISTON		43,200	42,720	99	.046
ALABAMA					
CALHOUN	C	43,200	42,720		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *		TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
524 ATLANTA			1,464,800	1,444,390	99	1.569
ALABAMA						
CLEBURNE		D	4,800	4,700		
RANDOLPH		D	7,600	7,500		
GEORGIA						
BANKS		D	3,900	3,840		
BARROW	M	A	11,200	11,120		
BARTOW		C	21,100	20,860		
BUTTS	M	A	4,900	4,830		
CARROLL		C	26,500	26,120		
CHATTOOGA		D	8,500	8,310		
CHEROKEE	M	A	34,400	34,030		
CLARKE		C	33,800	33,020		
CLAYTON	M	A	67,500	67,120		
COBB	M	A	184,600	182,920		
COWETA	M	A	19,900	19,520		
DAWSON		D	3,600	3,530		
DE KALB	M	A	217,200	214,990		
DOUGLAS	M	A	25,500	25,240		
FAYETTE	M	A	22,900	22,580		
FLOYD		C	30,800	30,320		
FORSYTH	M	A	17,000	16,730		
FULTON	M	A	269,200	264,810		
GILMER		D	5,200	5,080		
GORDON		D	13,100	13,010		
GREENE		D	4,100	3,970		
GWINNETT	M	A	139,300	137,560		
HABERSHAM		D	10,200	9,990		
HALL		C	35,900	35,130		
HARALSON		D	8,500	8,390		
HEARD		D	3,200	3,150		
HENRY	M	A	21,500	21,240		
JACKSON		C	11,100	10,930		
JASPER		D	3,100	3,030		
LAMAR		D	4,800	4,720		
LUMPKIN		D	5,200	5,070		
MERIWETHER		D	7,700	7,540		
MORGAN		D	4,500	4,430		
NEWTON	M	A	15,000	14,680		
OCONEE		C	6,500	6,270		
OGLETHORPE		D	3,600	3,510		
PAULDING	M	A	15,300	15,000		
PICKENS		D	5,600	5,540		
PIKE		D	3,600	3,530		
POLK		D	12,700	12,570		
PUTNAM		D	5,500	5,380		
RABUN		D	4,700	4,470		
ROCKDALE	M	A	19,500	19,150		
SPALDING	M	A	19,900	19,700		
TOWNS		D	2,900	2,810		
TROUP		C	20,700	20,160		
UNION		D	4,900	4,750		
UPSON		D	10,000	9,860		
WALTON	M	A	13,900	13,650		
WHITE		D	5,200	5,100		
NORTH CAROLINA						
CLAY		D	3,000	2,930		
520 AUGUSTA			205,400	201,930	98	.219
GEORGIA						
BURKE		D	7,100	6,890		
COLUMBIA	M	B	23,300	23,090		
EMANUEL		D	7,500	7,290		
GLASCOCK		D	800	770		
JEFFERSON		D	6,100	5,930		
JENKINS		D	2,900	2,840		
LINCOLN		D	2,700	2,620		
MC DUFFIE	M	B	7,400	7,250		
RICHMOND	M	B	68,800	67,770		
TALIAFERRO		D	700	690		
WARREN		D	2,100	2,050		
WILKES		D	4,000	3,890		
SOUTH CAROLINA						
AIKEN	M	B	46,100	45,460		
ALLENDALE		D	3,800	3,720		
BAMBERG		D	5,500	5,340		
BARNWELL		D	7,200	7,050		
EDGEFIELD		D	6,600	6,530		
MCCORMICK		D	2,800	2,750		
635 AUSTIN			372,800	364,350	98	.396
TEXAS						
BASTROP		D	14,000	13,630		
BLANCO		D	2,400	2,350		
BURNET		D	9,200	9,030		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *		TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
635 AUSTIN (CONT'D)						
TEXAS						
CALDWELL		D	8,800	8,640		
FAYETTE		D	8,000	7,680		
HAYS	M	B	23,400	22,810		
LEE		D	4,700	4,580		
LLANO		D	5,400	5,300		
MASON		D	1,400	1,290		
TRAVIS	M	B	243,500	237,970		
WILLIAMSON	M	B	52,000	51,070		
800 BAKERSFIELD			166,200	163,060	98	.177
CALIFORNIA						
KERN-W		B	166,200	163,060		
512 BALTIMORE			967,900	957,260	99	1.040
MARYLAND						
ANNE ARUNDEL	M	A	153,900	152,480		
BALTIMORE	M	A	275,200	272,370		
CAROLINE		D	10,300	10,180		
CARROLL	M	A	44,100	43,500		
CECIL		A	25,700	25,290		
DORCHESTER		D	12,200	12,090		
HARFORD	M	A	66,100	65,570		
HOWARD	M	A	72,600	72,140		
KENT		D	6,800	6,690		
QUEEN ANNES	M	A	13,100	12,910		
TALBOT		D	13,000	12,850		
BALTIMRE CITY	M	A	274,900	271,190		
537 BANGOR			126,300	124,560	99	.135
MAINE						
HANCOCK	M	D	18,800	18,570		
PENOBSCOT	M	C	55,000	54,260		
PISCATAQUIS		D	7,300	7,190		
SOMERSET		D	18,900	18,670		
WALDO		D	12,800	12,610		
WASHINGTON		D	13,500	13,260		
716 BATON ROUGE			252,300	248,880	99	.270
LOUISIANA						
ASCENSION	M	B	19,600	19,340		
ASSUMPTION		D	7,400	7,340		
E BATON ROUGE	M	B	138,500	136,940		
E FELICIANA		D	5,600	5,440		
IBERVILLE		D	9,800	9,660		
LIVINGSTON	M	B	24,100	23,720		
POINTE COUPEE		D	7,600	7,430		
ST HELENA		D	3,300	3,220		
ST MARY		D	18,900	18,670		
W BATON ROUGE	M	B	6,600	6,510		
W FELICIANA		D	2,800	2,750		
MISSISSIPPI						
AMITE		D	4,800	4,660		
WILKINSON		D	3,300	3,200		
692 BEAUMONT-PORT ARTHUR			159,600	156,670	98	.170
TEXAS						
HARDIN	M	B	14,600	14,060		
JASPER		D	11,400	11,080		
JEFFERSON	M	B	89,500	88,350		
NEWTON		D	4,900	4,810		
ORANGE	M	B	28,800	28,310		
SABINE		D	4,000	3,840		
TYLER		D	6,400	6,220		
821 BEND, OR			30,000	29,150	97	.032
OREGON						
DESCHUTES	M	C	30,000	29,150		
756 BILLINGS			85,000	82,640	97	.090
MONTANA						
BIG HORN		D	3,400	3,280		
CARBON		D	3,200	3,020		
CUSTER		D	4,600	4,460		
GARFIELD		D	600	580		
GOLDEN VALLEY		D	300	280		
MUSSELSHELL		D	1,600	1,540		
PARK		D	5,600	5,200		
PETROLEUM		D	200	200		
ROSEBUD		D	3,400	3,280		
STILLWATER		D	2,600	2,550		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
756	BILLINGS (CONT'D)					
	MONTANA					
	SWEET GRASS	D	1,300	1,180		
	TREASURE	D	400	380		
	WHEATLAND	D	800	780		
	YELLOWSTONE	M C	44,500	43,780		
	WYOMING					
	BIG HORN	D	3,800	3,650		
	PARK	D	8,700	8,480		
746	BILOXI-GULFPORT		103,800	102,330	98	.111
	MISSISSIPPI					
	HARRISON	M C	59,500	58,630		
	JACKSON	M C	40,500	40,010		
	STONE	M D	3,800	3,690		
502	BINGHAMTON		138,200	136,080	98	.148
	NEW YORK					
	BROOME	M B	81,700	80,690		
	CHENANGO	D	19,500	19,220		
	DELAWARE	D	17,900	17,400		
	TIOGA	M B	19,100	18,770		
630	BIRMINGHAM		518,200	511,180	99	.555
	ALABAMA					
	BIBB	D	5,800	5,690		
	BLOUNT	M B	14,800	14,600		
	CHEROKEE	D	7,600	7,360		
	CHILTON	D	12,300	12,090		
	CLAY	D	5,000	4,890		
	COOSA	D	4,000	3,910		
	CULLMAN	C	25,900	25,620		
	ETOWAH	C	38,700	38,200		
	FAYETTE	D	6,800	6,680		
	GREENE	D	3,500	3,300		
	HALE	D	5,500	5,260		
	JEFFERSON	M B	252,300	249,370		
	MARION	D	11,500	11,300		
	PICKENS	D	7,500	7,360		
	SAINT CLAIR	M B	18,300	18,090		
	SHELBY	M B	38,000	37,620		
	TALLADEGA	C	26,500	26,060		
	WALKER	M B	25,700	25,370		
	WINSTON	D	8,500	8,410		
559	BLUEFIELD-BECKLEY-OAK HILL		134,300	131,980	98	.143
	VIRGINIA					
	TAZEWELL	D	17,100	16,780		
	WEST VIRGINIA					
	FAYETTE	D	17,800	17,570		
	GREENBRIER	D	13,600	13,310		
	MCDOWELL	D	12,100	11,850		
	MERCER	C	24,900	24,500		
	MONROE	D	4,700	4,620		
	RALEIGH	C	28,700	28,210		
	SUMMERS	D	5,200	5,080		
	WYOMING	D	10,200	10,060		
757	BOISE		158,100	154,470	98	.168
	IDAHO					
	ADA	M C	79,500	78,250		
	ADAMS	D	1,200	1,090		
	BLAINE	D	5,800	5,580		
	BOISE	D	1,400	1,290		
	CAMAS	D	300	300		
	CANYON	M C	31,400	30,650		
	ELMORE	D	7,100	6,990		
	GEM	D	4,400	4,290		
	OWYHEE	D	2,900	2,850		
	PAYETTE	D	6,100	5,920		
	VALLEY	D	2,400	2,320		
	WASHINGTON	D	3,200	3,080		
	OREGON					
	GRANT	D	3,100	2,740		
	MALHEUR	D	9,300	9,120		
506	BOSTON		2,138,700	2,109,710	99	2.292
	MASSACHUSETTS					
	BARNSTABLE	C	80,600	79,590		
	ESSEX	M A	253,100	250,620		
	MIDDLESEX	M A	522,000	516,420		
	NANTUCKET	D	2,700	2,640		
	NORFOLK	M A	228,700	227,210		

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
506	BOSTON (CONT'D)					
	MASSACHUSETTS					
	PLYMOUTH	A	151,500	150,380		
	SUFFOLK	M A	282,900	254,540		
	WORCESTER	B	266,700	263,930		
	NEW HAMPSHIRE					
	BELKNAP	D	19,500	19,080		
	CHESHIRE	C	26,700	25,840		
	HILLSBOROUGH	B	129,000	127,740		
	MERRIMACK	C	46,500	45,700		
	ROCKINGHAM	B	93,000	92,040		
	STRAFFORD	B	39,100	38,510		
	VERMONT					
	WINDHAM	D	16,700	15,490		
736	BOWLING GREEN		52,100	50,970	98	.055
	KENTUCKY					
	ADAIR	D	5,800	5,600		
	BUTLER	D	4,200	4,140		
	EDMONSON	D	3,800	3,670		
	HART	D	5,800	5,650		
	METCALFE	D	3,500	3,370		
	WARREN	C	29,000	28,540		
514	BUFFALO		636,900	629,540	99	.684
	NEW YORK					
	ALLEGANY	D	17,000	16,620		
	CATTARAUGUS	C	30,400	29,880		
	CHAUTAUQUA	C	53,500	52,620		
	ERIE	M B	376,500	372,740		
	GENESEE	C	21,700	21,530		
	NIAGARA	M B	85,100	84,370		
	ORLEANS	B	14,700	14,480		
	WYOMING	D	14,100	13,950		
	PENNSYLVANIA					
	MCKEAN	D	17,600	17,220		
	POTTER	D	6,300	6,130		
523	BURLINGTON-PLATTSBURGH		299,100	293,280	98	.319
	NEW HAMPSHIRE					
	GRAFTON	C	28,400	27,330		
	SULLIVAN	D	15,200	14,770		
	NEW YORK					
	CLINTON	M C	29,500	29,230		
	ESSEX	M D	13,800	13,600		
	FRANKLIN	D	16,400	16,090		
	ST LAWRENCE-E	C	13,100	12,900		
	VERMONT					
	ADDISON	D	11,700	11,430		
	CALEDONIA	D	10,600	10,350		
	CHITTENDEN	M C	49,900	49,060		
	FRANKLIN	M D	14,700	14,550		
	GRAND ISLE	M C	2,100	2,080		
	LAMOILLE	D	7,600	7,510		
	ORANGE	D	9,700	9,520		
	ORLEANS	D	8,900	8,770		
	RUTLAND	C	24,100	23,650		
	WASHINGTON	C	21,400	20,980		
	WINDSOR	C	22,000	21,460		
754	BUTTE		49,100	47,400	97	.051
	MONTANA					
	BEAVERHEAD	D	3,200	2,960		
	BROADWATER	D	1,300	1,270		
	DEER LODGE	M D	4,000	3,930		
	GALLATIN	D	19,300	18,390		
	JEFFERSON	D	3,000	2,930		
	MADISON	D	2,400	2,320		
	POWELL	D	2,200	2,140		
	SILVER BOW	M D	13,700	13,460		
767	CASPER-RIVERTON		46,100	45,000	98	.049
	WYOMING					
	CONVERSE	D	3,800	3,660		
	FREMONT	D	11,700	11,370		
	HOT SPRINGS	D	1,900	1,860		
	JOHNSON	D	2,300	2,250		
	NATRONA	C	23,300	22,830		
	WASHAKIE	D	3,100	3,030		
637	CEDAR RAPIDS-WATERLOO&DUBQ		308,300	303,950	99	.330
	IOWA					
	ALLAMAKEE	D	5,200	5,110		
	BENTON	M D	8,500	8,430		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	M/NM	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENETRATION	% OF U.S. TV HOUSEHOLDS
637 CEDAR RAPIDS-WATERLOO&DUBQ (CONT'D)						
IOWA						
BLACK HAWK	M	C	46,200	45,680		
BREMER		C	8,300	8,230		
BUCHANAN	M	D	7,500	7,370		
BUTLER		D	6,000	5,910		
CHICKASAW		D	4,900	4,810		
CLAYTON		D	7,100	6,990		
DELAWARE		D	6,400	6,350		
DUBUQUE	M	C	30,700	30,340		
FAYETTE		D	8,400	8,320		
GRUNDY		D	4,700	4,640		
IOWA		D	5,700	5,610		
JOHNSON		C	36,800	35,830		
JONES		D	6,900	6,830		
KEOKUK		D	4,500	4,450		
LINN	M	C	66,000	65,220		
TAMA		D	6,700	6,650		
WASHINGTON		D	7,500	7,290		
WINNESHIEK		D	7,300	7,210		
WISCONSIN						
CRAWFORD		D	5,900	5,840		
GRANT		D	17,100	16,840		
648 CHAMPAIGN&SPRNGFLD-DECATUR			332,400	327,070	98	.355
ILLINOIS						
CASS		D	5,100	5,010		
CHAMPAIGN	M	C	64,300	62,590		
CHRISTIAN		D	13,500	13,320		
COLES		D	18,900	18,600		
DE WITT		D	6,400	6,350		
DOUGLAS		D	7,200	7,130		
EFFINGHAM		D	11,600	11,460		
FORD		D	5,500	5,470		
LOGAN		D	11,000	10,890		
MACON	M	C	45,200	44,610		
MENARD	M	C	4,200	4,150		
MORGAN		D	13,600	13,430		
MOULTRIE		D	5,100	5,010		
PIATT		D	5,900	5,850		
SANGAMON	M	C	72,700	71,630		
SHELBY		D	8,500	8,430		
VERMILION	M	C	33,700	33,140		
564 CHARLESTON-HUNTINGTON			469,700	461,200	98	.501
KENTUCKY						
BOYD	M	B	19,700	19,480		
CARTER		B	8,700	8,540		
ELLIOTT		D	2,300	2,240		
FLOYD		D	15,500	15,120		
GREENUP		B	13,400	13,240		
JOHNSON		D	8,400	8,240		
LAWRENCE		D	5,000	4,870		
LEWIS		D	4,700	4,600		
MAGOFFIN		D	4,400	4,300		
MARTIN		D	4,200	4,120		
MORGAN		D	4,100	3,740		
PIKE		C	25,700	25,170		
OHIO						
ATHENS		C	20,300	19,880		
GALLIA		D	11,400	11,250		
JACKSON		D	11,300	11,140		
LAWRENCE	M	B	22,900	22,600		
MEIGS		D	8,600	8,410		
SCIOTO		C	29,700	29,240		
VINTON		D	4,100	3,980		
WEST VIRGINIA						
BOONE		D	9,400	9,170		
BRAXTON		D	4,900	4,780		
CABELL	M	B	38,400	37,970		
CALHOUN		D	2,900	2,820		
CLAY		D	3,600	3,490		
JACKSON		D	9,700	9,590		
KANAWHA	M	B	83,700	82,460		
LINCOLN	M	D	7,500	7,360		
LOGAN		D	15,100	14,870		
MASON		D	9,500	9,330		
MINGO		D	11,600	11,280		
NICHOLAS		D	9,900	9,650		
PUTNAM	M	B	16,000	15,730		
ROANE		D	5,700	5,520		
WAYNE	M	B	15,400	15,070		
WIRT		D	2,000	1,950		
519 CHARLESTON, SC			226,100	222,520	98	.242
SOUTH CAROLINA						
BERKELEY	M	B	44,400	43,680		
CHARLESTON	M	B	110,600	108,920		
COLLETON		D	12,200	11,930		
519 CHARLESTON, SC (CONT'D)						
SOUTH CAROLINA						
DORCHESTER	M	B	29,900	29,480		
GEORGETOWN		D	16,800	16,510		
WILLIAMSBURG		D	12,200	12,000		
517 CHARLOTTE			754,700	744,960	99	.809
NORTH CAROLINA						
ALEXANDER		B	10,500	10,360		
ANSON		D	8,500	8,400		
ASHE		D	8,900	8,540		
BURKE		B	29,500	29,010		
CABARRUS	M	B	38,400	38,000		
CALDWELL		C	27,600	27,280		
CATAWBA		B	46,700	46,210		
CLEVELAND		C	32,300	31,900		
GASTON	M	B	66,200	65,350		
IREDELL		C	36,500	35,960		
LINCOLN	M	B	19,400	19,270		
MECKLENBURG	M	B	211,400	208,910		
RICHMOND		D	16,800	16,570		
ROWAN	M	B	43,300	42,790		
STANLY		D	20,000	19,810		
UNION	M	B	30,300	29,930		
WATAUGA		D	13,900	13,350		
SOUTH CAROLINA						
CHESTER		D	11,600	11,440		
CHESTERFIELD		D	14,200	13,940		
LANCASTER		D	20,000	19,720		
YORK	M	B	48,700	48,220		
584 CHARLOTTESVILLE			45,300	43,290	96	.047
VIRGINIA						
ALBEMARLE	M	C	41,400	39,530		
GREENE		C	3,900	3,760		
575 CHATTANOOGA			308,800	304,000	98	.330
ALABAMA						
JACKSON		D	18,000	17,630		
GEORGIA						
CATOOSA	M	B	16,200	16,060		
DADE	M	B	4,700	4,640		
FANNIN		D	6,500	6,290		
MURRAY		D	9,800	9,690		
WALKER	M	B	21,900	21,560		
WHITFIELD		C	27,500	27,150		
NORTH CAROLINA						
CHEROKEE		D	8,200	7,770		
TENNESSEE						
BLEDSOE		D	3,300	3,180		
BRADLEY		C	28,100	27,650		
GRUNDY		D	4,800	4,700		
HAMILTON	M	B	113,200	111,840		
MCMINN		D	16,500	16,330		
MARION	M	B	9,300	9,160		
MEIGS		D	3,100	3,060		
POLK		D	5,100	5,000		
RHEA		D	9,300	9,040		
SEQUATCHIE	M	B	3,300	3,250		
759 CHEYENNE-SCOTTSBLUF-STRLNG			42,500	41,860	98	.045
NEBRASKA						
BANNER		D	300	300		
SCOTTS BLUFF		D	13,900	13,670		
WYOMING						
LARAMIE	M	C	28,300	27,890		
602 CHICAGO			3,059,200	3,016,930	99	3.278
ILLINOIS						
COOK	M	A	1,872,400	1,843,190		
DE KALB		C	26,700	26,390		
DU PAGE	M	A	289,500	287,180		
GRUNDY		A	12,200	11,940		
IROQUOIS		D	11,700	11,460		
KANE	M	A	111,500	109,960		
KANKAKEE		C	34,500	34,070		
KENDALL		A	13,500	13,430		
LAKE	M	A	181,100	179,250		
LA SALLE		C	41,100	40,610		
LIVINGSTON		D	13,700	13,090		
MCHENRY	M	A	65,200	64,290		
WILL	M	A	119,000	117,880		
INDIANA						
JASPER		D	8,500	8,350		
LAKE	M	A	169,400	167,440		
LA PORTE		C	38,500	38,200		

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENETRATION	% OF U.S. TV HOUSEHOLDS
602 CHICAGO (CONT'D)					
INDIANA					
NEWTON	D	4,800	4,740		
PORTER	M A	45,900	45,460		
868 CHICO-REDDING		167,600	163,240	97	.177
CALIFORNIA					
BUTTE	M C	74,300	72,180		
GLENN	M D	9,000	8,860		
SHASTA	M C	59,600	58,200		
TEHAMA	M D	19,400	19,050		
TRINITY	D	5,300	4,950		
515 CINCINNATI		768,100	759,610	99	.825
INDIANA					
DEARBORN	M B	13,900	13,720		
FAYETTE	D	9,800	9,670		
FRANKLIN	D	6,600	6,450		
OHIO	D	2,000	1,980		
RIPLEY	D	8,900	8,730		
SWITZERLAND	D	2,900	2,860		
UNION	D	2,600	2,580		
KENTUCKY					
BOONE	M B	21,000	20,770		
BRACKEN	D	2,900	2,870		
CAMPBELL	M B	31,400	31,090		
GALLATIN	D	2,000	1,970		
GRANT	D	5,800	5,700		
KENTON	M B	53,200	52,730		
MASON	D	6,500	6,400		
OWEN	D	3,400	3,290		
PENDLETON	D	4,400	4,360		
ROBERTSON	D	800	790		
OHIO					
ADAMS	D	9,400	9,180		
BROWN	D	12,600	12,430		
BUTLER	B	106,800	105,640		
CLERMONT	M B	54,300	53,800		
CLINTON	D	13,200	13,080		
HAMILTON	M B	339,700	336,200		
HIGHLAND	D	13,500	13,230		
WARREN	M B	40,500	40,110		
598 CLARKSBURG-WESTON		101,100	99,220	98	.108
WEST VIRGINIA					
BARBOUR	D	5,800	5,700		
DODDRIDGE	D	2,600	2,490		
GILMER	D	2,600	2,460		
HARRISON	C	26,600	26,340		
LEWIS	D	6,500	6,400		
MARION	C	22,200	21,940		
RANDOLPH	D	10,300	9,950		
RITCHIE	D	3,800	3,670		
TAYLOR	D	5,700	5,620		
TUCKER	D	3,000	2,920		
UPSHUR	D	8,100	7,960		
WEBSTER	D	3,900	3,770		
510 CLEVELAND		1,454,200	1,436,400	99	1.561
OHIO					
ASHLAND	D	17,200	17,010		
ASHTABULA	C	36,800	36,340		
CARROLL	B	9,800	9,730		
CRAWFORD	D	18,300	18,010		
CUYAHOGA	M A	558,800	551,820		
ERIE	C	29,000	28,800		
GEAUGA	M A	27,500	27,090		
HOLMES	D	9,500	8,520		
HURON	C	20,400	20,180		
LAKE	M A	80,900	80,520		
LORAIN	M A	96,400	95,640		
MEDINA	M A	42,700	42,360		
PORTAGE	A	49,800	49,230		
RICHLAND	C	47,700	47,130		
STARK	B	140,000	138,470		
SUMMIT	A	201,000	198,870		
TUSCARAWAS	C	32,100	31,560		
WAYNE	C	36,300	35,120		
752 COLORADO SPRINGS-PUEBLO		240,700	236,420	98	.257
COLORADO					
BACA	D	1,900	1,760		
BENT	D	1,800	1,770		
CHEYENNE	D	900	870		
CROWLEY	D	1,200	1,180		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENETRATION	% OF U.S. TV HOUSEHOLDS
752 COLORADO SPRINGS-PUEBLO (CONT'D)					
COLORADO					
CUSTER	D	800	780		
EL PASO	M B	154,000	151,210		
FREMONT	D	12,000	11,700		
HUERFANO	D	2,400	2,370		
KIOWA	D	700	650		
LAS ANIMAS	D	5,300	5,160		
OTERO	D	7,500	7,410		
PUEBLO	M C	47,200	46,670		
TELLER	M D	5,000	4,890		
604 COLUMBIA-JEFFERSON CITY		134,600	132,010	98	.143
MISSOURI					
AUDRAIN	D	9,100	8,920		
BOONE	M C	42,700	41,820		
CALLAWAY	M D	11,700	11,470		
CHARITON	D	3,600	3,530		
COLE	M C	23,300	23,030		
COOPER	D	5,300	5,200		
HOWARD	D	3,500	3,470		
MARIES	D	3,100	2,950		
MILLER	D	8,100	7,970		
MONITEAU	D	4,600	4,500		
MORGAN	D	6,400	6,120		
OSAGE	D	4,300	4,270		
RANDOLPH	D	8,900	8,760		
546 COLUMBIA, SC		293,000	288,630	99	.314
SOUTH CAROLINA					
CALHOUN	D	4,500	4,400		
CLARENDON	D	9,700	9,440		
FAIRFIELD	D	7,600	7,420		
KERSHAW	D	16,300	16,080		
LEE	D	6,100	5,940		
LEXINGTON	M B	64,700	63,980		
NEWBERRY	D	12,500	12,300		
ORANGEBURG	C	29,300	28,740		
RICHLAND	M B	103,100	101,720		
SALUDA	D	5,800	5,730		
SUMTER	C	33,400	32,880		
673 COLUMBUS-TUPELO-WEST POINT		165,400	162,230	98	.176
ALABAMA					
LAMAR	D	5,900	5,760		
MISSISSIPPI					
CALHOUN	D	5,700	5,580		
CHICKASAW	D	6,500	6,320		
CHOCTAW	D	3,200	3,080		
CLAY	D	7,300	7,140		
ITAWAMBA	D	7,500	7,380		
LEE	C	25,000	24,700		
LOWNDES	C	21,400	21,110		
MONROE	D	13,300	13,060		
MONTGOMERY	D	4,500	4,390		
NOXUBEE	D	4,100	3,900		
OKTIBBEHA	D	13,000	12,790		
PONTOTOC	D	8,500	8,270		
PRENTISS	D	8,600	8,450		
TISHOMINGO	D	7,100	6,920		
UNION	D	8,400	8,290		
WEBSTER	D	3,800	3,720		
WINSTON	D	7,000	6,900		
YALOBUSHA	D	4,600	4,470		
522 COLUMBUS, GA		185,400	182,060	98	.198
ALABAMA					
BARBOUR	D	9,300	9,090		
CHAMBERS	D	13,800	13,650		
LEE	C	33,500	32,720		
RUSSELL	M B	17,600	17,230		
GEORGIA					
CHATTAHOOCHEE	M B	2,700	2,690		
CLAY	D	1,200	1,180		
HARRIS	D	6,600	6,390		
MACON	D	4,400	4,210		
MARION	D	2,000	1,940		
MUSCOGEE	M B	67,200	66,480		
QUITMAN	D	900	880		
RANDOLPH	D	2,700	2,650		
SCHLEY	D	1,300	1,280		
STEWART	D	2,000	1,950		
SUMTER	D	10,500	10,260		
TALBOT	D	2,400	2,340		
TAYLOR	D	2,800	2,720		
TERRELL	D	3,700	3,620		
WEBSTER	D	800	780		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENETRATION	% OF U.S. TV HOUSEHOLDS
535	COLUMBUS, OH		675,500	668,530	99	.726
	OHIO					
	COSHOCTON	D	13,500	13,060		
	DELAWARE	M B	24,000	23,750		
	FAIRFIELD	M B	37,600	37,370		
	FAYETTE	D	10,200	10,020		
	FRANKLIN	M B	386,700	383,450		
	HARDIN	D	11,200	11,060		
	HOCKING	D	9,500	9,360		
	KNOX	D	17,400	17,250		
	LICKING	M B	47,800	47,280		
	MADISON	M B	12,200	11,830		
	MARION	C	23,400	23,170		
	MORROW	D	9,800	9,660		
	PERRY	D	11,300	11,140		
	PICKAWAY	M B	15,900	15,780		
	PIKE	D	9,000	8,750		
	ROSS	C	24,700	24,400		
	UNION	M B	11,300	11,200		
600	CORPUS CHRISTI		167,900	164,490	98	.179
	TEXAS					
	ARANSAS	D	7,000	6,810		
	BEE	D	8,600	8,390		
	BROOKS	D	2,700	2,610		
	DUVAL	D	4,100	3,950		
	JIM HOGG	D	1,600	1,540		
	JIM WELLS	M D	11,800	11,420		
	KENEDY	D	100	100		
	KLEBERG	M D	9,800	9,630		
	NUECES	M B	100,700	98,910		
	REFUGIO	D	2,900	2,860		
	SAN PATRICIO	M B	18,600	18,270		
623	DALLAS-FT. WORTH		1,787,100	1,760,270	98	1.912
	TEXAS					
	ANDERSON	D	14,600	14,210		
	BOSQUE	D	6,100	6,010		
	COLLIN	M A	103,800	102,420		
	COMANCHE	D	5,300	5,170		
	COOKE	D	11,800	11,530		
	DALLAS	M A	721,700	711,670		
	DELTA	D	1,900	1,850		
	DENTON	M A	109,900	107,640		
	ELLIS	M A	30,000	29,580		
	ERATH	D	11,200	10,820		
	FANNIN	D	9,700	9,530		
	FREESTONE	D	6,000	5,840		
	GRAYSON	C	36,900	36,230		
	HENDERSON	C	23,700	23,370		
	HILL	D	10,400	10,230		
	HOOD	D	12,000	11,890		
	HOPKINS	D	11,100	10,810		
	HUNT	C	24,400	24,120		
	JACK	D	2,700	2,660		
	JOHNSON	M A	35,000	34,420		
	KAUFMAN	M A	18,700	18,480		
	KIMBLE	D	1,600	1,530		
	LAMAR	D	16,800	16,300		
	NAVARRO	D	15,000	14,850		
	PALO PINTO	D	9,400	9,030		
	PARKER	M A	24,300	23,970		
	RAINS	D	2,800	2,640		
	ROCKWALL	M A	9,500	9,420		
	SOMERVELL	D	2,000	1,930		
	TARRANT	M A	480,000	453,880		
	VAN ZANDT	D	14,700	14,490		
	WISE	D	12,500	12,360		
	WOOD	D	11,600	11,390		
682	DAVENPORT-R.ISLAND-MOLINE		301,300	298,040	99	.324
	ILLINOIS					
	BUREAU	D	13,600	13,480		
	CARROLL	D	6,600	6,490		
	HENDERSON	D	3,200	3,200		
	HENRY	M B	19,200	19,080		
	JO DAVIESS	D	8,300	8,200		
	KNOX	C	21,800	21,520		
	MERCER	D	6,500	6,430		
	ROCK ISLAND	M B	98,400	97,730		
	WARREN	D	7,200	7,130		
	WHITESIDE	C	22,600	22,370		
	IOWA					
	CEDAR	D	6,600	6,570		
	CLINTON	D	19,600	19,420		
	DES MOINES	D	16,800	16,590		
	HENRY	D	7,100	6,960		
	JACKSON	D	7,500	7,430		
	LOUISA	D	4,300	4,230		

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENETRATION	% OF U.S. TV HOUSEHOLDS
682	DAVENPORT-R.ISLAND-MOLINE (CONT'D)					
	IOWA					
	MUSCATINE	D	14,800	14,690		
	SCOTT	M B	57,200	56,520		
542	DAYTON		503,700	498,350	99	.541
	INDIANA					
	WAYNE	C	27,500	26,940		
	OHIO					
	AUGLAIZE	C	16,200	16,090		
	CHAMPAIGN	D	13,500	13,230		
	CLARK	M B	55,300	54,770		
	DARKE	D	19,500	19,210		
	GREENE	M B	49,000	48,590		
	LOGAN	D	16,200	15,960		
	MERCER	D	13,600	13,460		
	MIAMI	M B	34,900	34,380		
	MONTGOMERY	M B	227,700	225,740		
	PREBLE	M D	14,500	14,300		
	SHELBY	D	15,800	15,680		
751	DENVER		1,038,400	1,016,460	98	1.104
	COLORADO					
	ADAMS	M B	97,700	96,670		
	ALAMOSA	D	4,800	4,580		
	ARAPAHOE	M B	160,100	158,690		
	BOULDER	M B	90,600	86,700		
	CHAFFEE	D	4,800	4,600		
	CLEAR CREEK	D	3,200	3,100		
	DENVER	M B	209,100	204,230		
	DOUGLAS	M B	22,700	22,380		
	EAGLE	D	8,700	8,080		
	ELBERT	D	3,600	3,510		
	GARFIELD	D	11,800	11,530		
	GILPIN	M D	1,300	1,280		
	GRAND	D	3,200	2,960		
	GUNNISON	D	3,800	3,600		
	HINSDALE	D	200	200		
	JACKSON	D	600	590		
	JEFFERSON	M B	170,600	168,080		
	KIT CARSON	D	2,700	2,630		
	LAKE	D	2,200	2,120		
	LARIMER	C	74,500	72,850		
	LINCOLN	D	1,800	1,780		
	LOGAN	D	6,800	6,700		
	MINERAL	D	200	190		
	MOFFAT	D	4,100	3,990		
	MORGAN	D	8,200	8,130		
	PARK	D	2,900	2,840		
	PHILLIPS	D	1,700	1,670		
	PITKIN	D	6,100	5,650		
	PROWERS	D	4,900	4,750		
	RIO BLANCO	D	2,100	2,010		
	ROUTT	D	5,500	5,240		
	SAN JUAN	D	300	290		
	SAN MIGUEL	D	1,500	1,330		
	SEDGWICK	D	1,100	1,090		
	SUMMIT	D	5,400	5,010		
	WASHINGTON	D	1,900	1,820		
	WELD	C	48,000	47,290		
	YUMA	D	3,500	3,450		
	MONTANA					
	FALLON	D	1,100	1,060		
	NEBRASKA					
	BOX BUTTE	D	4,800	4,730		
	CHEYENNE	D	3,800	3,740		
	DAWES	D	3,300	3,180		
	DEUEL	D	900	880		
	KEITH	D	3,400	3,330		
	KIMBALL	D	1,600	1,590		
	NEVADA					
	EUREKA	D	700	660		
	WYOMING					
	ALBANY	D	11,900	11,400		
	CAMPBELL	D	10,000	9,950		
	CARBON	D	5,800	5,650		
	GOSHEN	D	4,800	4,730		
	NIOBRARA	D	1,000	990		
	PLATTE	D	3,100	2,960		
679	DES MOINES-AMES		358,900	354,600	99	.385
	IOWA					
	ADAIR	D	3,300	3,280		
	ADAMS	D	2,000	1,980		
	APPANOOSE	D	5,600	5,430		
	AUDUBON	D	2,900	2,850		
	BOONE	D	9,800	9,760		
	CALHOUN	D	4,600	4,590		
	CARROLL	D	7,900	7,850		
	CLARKE	D	3,400	3,340		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
679 DES MOINES-AMES (CONT'D)					
IOWA					
DALLAS	M B	11,400	11,310		
DECATUR	D	3,100	3,030		
FRANKLIN	D	4,500	4,450		
GREENE	D	4,100	4,070		
GUTHRIE	D	4,300	4,240		
HAMILTON	D	6,300	6,260		
HARDIN	D	7,400	7,330		
HUMBOLDT	D	4,300	4,260		
JASPER	D	13,700	13,560		
LUCAS	D	3,700	3,650		
MADISON	D	4,800	4,750		
MAHASKA	D	8,300	8,130		
MARION	D	10,900	10,740		
MARSHALL	D	14,700	14,580		
MONROE	D	3,200	3,120		
POCAHONTAS	D	3,700	3,670		
POLK	M B	131,800	130,320		
POWESHIEK	D	7,200	7,040		
RINGGOLD	D	2,200	2,180		
STORY	M C	25,900	25,420		
UNION	D	5,100	5,030		
WARREN	M B	12,800	12,740		
WAYNE	D	2,900	2,850		
WEBSTER	D	15,800	15,580		
WRIGHT	D	5,800	5,730		
MISSOURI					
MERCER	D	1,500	1,480		
505 DETROIT		1,733,000	1,714,970	99	1.863
MICHIGAN					
LAPEER	M A	25,100	24,820		
LIVINGSTON	M A	40,300	39,870		
MACOMB	M A	268,200	266,510		
MONROE	A	46,900	46,430		
OAKLAND	M A	421,200	417,960		
ST CLAIR	M A	53,800	53,080		
WASHTENAW	A	106,200	103,560		
WAYNE	M A	771,300	762,740		
606 DOTHAN		98,500	96,980	98	.105
ALABAMA					
COFFEE	D	15,300	15,000		
DALE	M C	17,800	17,550		
GENEVA	D	9,200	9,070		
HENRY	D	5,800	5,720		
HOUSTON	M C	31,500	31,130		
FLORIDA					
JACKSON	D	14,700	14,390		
GEORGIA					
EARLY	D	4,200	4,120		
676 DULUTH-SUPERIOR		170,500	167,890	98	.182
MICHIGAN					
GOGEBIC	D	7,300	7,150		
MINNESOTA					
AITKIN	D	5,100	4,970		
CARLTON	M D	10,900	10,810		
COOK	D	1,600	1,530		
ITASCA	D	15,400	15,190		
KOOCHICHING	D	5,900	5,730		
LAKE	D	4,100	4,060		
ST LOUIS	M B	78,100	77,160		
WISCONSIN					
ASHLAND	D	6,300	6,190		
BAYFIELD	D	5,600	5,470		
DOUGLAS	M B	16,400	16,220		
IRON	D	2,600	2,580		
SAWYER	D	5,700	5,570		
WASHBURN	D	5,500	5,260		
765 EL PASO		236,800	233,090	98	.253
NEW MEXICO					
DONA ANA	C	47,400	46,320		
HIDALGO	D	2,000	1,820		
TEXAS					
CULBERSON	D	1,100	1,040		
EL PASO	M B	185,400	183,050		
HUDSPETH	D	900	860		
565 ELMIRA		94,900	92,960	98	.101
NEW YORK					
CHEMUNG	C	35,500	35,090		
SCHUYLER	D	6,900	6,730		
565 ELMIRA (CONT'D)					
NEW YORK					
STEUBEN	C	37,600	36,780		
PENNSYLVANIA					
TIOGA	D	14,900	14,360		
516 ERIE		150,700	148,830	99	.162
PENNSYLVANIA					
CRAWFORD	C	32,000	31,350		
ERIE	M B	101,500	100,690		
WARREN	D	17,200	16,790		
801 EUGENE		199,000	191,830	96	.208
OREGON					
BENTON	C	26,300	24,840		
COOS	C	24,300	23,360		
DOUGLAS	C	36,300	35,050		
LANE	M B	112,100	108,580		
802 EUREKA		55,700	53,090	95	.058
CALIFORNIA					
DEL NORTE	D	8,300	7,980		
HUMBOLDT	M C	47,400	45,110		
649 EVANSVILLE		268,100	264,880	99	.288
ILLINOIS					
CLAY	D	5,700	5,600		
EDWARDS	D	3,000	2,990		
WABASH	D	5,000	4,930		
WAYNE	D	6,800	6,650		
WHITE	D	6,700	6,590		
INDIANA					
DUBOIS	D	13,300	13,140		
GIBSON	M D	12,300	12,150		
PERRY	D	6,800	6,740		
PIKE	D	4,900	4,830		
POSEY	M B	9,500	9,400		
SPENCER	D	7,000	6,850		
VANDERBURGH	M B	66,800	66,230		
WARRICK	M B	16,100	15,980		
KENTUCKY					
DAVIESS	C	33,100	32,800		
HANCOCK	D	2,800	2,740		
HENDERSON	M B	16,700	16,580		
HOPKINS	D	17,800	17,480		
MCLEAN	D	3,700	3,650		
MUHLENBERG	D	11,600	11,400		
OHIO	D	7,700	7,480		
UNION	D	5,500	5,470		
WEBSTER	D	5,300	5,200		
745 FAIRBANKS		29,900	28,710	96	.031
ALASKA					
FAIRBNKS-PLUS	C	29,900	28,710		
724 FARGO-VALLEY CITY		215,700	212,200	98	.231
MINNESOTA					
BECKER	D	10,500	10,210		
CLAY	C	17,600	17,450		
CLEARWATER	D	3,100	2,990		
KITTSON	D	2,200	2,120		
LAKE OF WOODS	D	1,600	1,530		
MAHNOMEN	D	1,800	1,780		
MARSHALL	D	4,100	4,050		
NORMAN	D	3,100	3,040		
OTTER TAIL	D	19,600	19,300		
PENNINGTON	D	5,100	4,960		
POLK	D	11,900	11,710		
RED LAKE	D	1,700	1,680		
ROSEAU	D	5,600	5,440		
WILKIN	D	2,800	2,790		
NORTH DAKOTA					
BARNES	D	4,900	4,820		
BENSON	D	2,400	2,370		
CASS	C	41,300	40,610		
CAVALIER	D	2,300	2,270		
DICKEY	D	2,200	2,160		
EDDY	D	1,200	1,190		
FOSTER	D	1,500	1,490		
GRAND FORKS	C	25,700	25,360		
GRIGGS	D	1,300	1,290		
LA MOURE	D	2,000	1,990		
NELSON	D	1,800	1,790		
PEMBINA	D	3,500	3,440		

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
724 FARGO-VALLEY CITY (CONT'D)					
NORTH DAKOTA					
RAMSEY	D	5,000	4,940		
RANSOM	D	2,200	2,170		
RICHLAND	D	6,500	6,400		
SARGENT	D	1,700	1,690		
STEELE	D	1,000	980		
STUTSMAN	D	8,600	8,460		
TOWNER	D	1,400	1,350		
TRAILL	D	3,300	3,270		
WALSH	D	5,200	5,110		
513 FLINT-SAGINAW-BAY CITY		456,200	451,760	99	.491
MICHIGAN					
ARENAC	D	5,800	5,760		
BAY	M B	42,000	41,670		
CLARE	D	9,900	9,840		
GENESEE	M B	160,800	159,180		
GLADWIN	D	8,600	8,520		
GRATIOT	D	13,700	13,500		
HURON	D	13,200	12,990		
IOSCO	D	11,700	11,580		
ISABELLA	D	17,700	17,400		
MIDLAND	M B	28,200	27,990		
OGEMAW	D	7,400	7,360		
SAGINAW	M B	77,900	77,300		
SANILAC	D	14,700	14,430		
SHIAWASSEE	C	25,000	24,790		
TUSCOLA	D	19,600	19,450		
570 FLORENCE-MYRTLE BEACH		165,200	162,610	98	.177
NORTH CAROLINA					
SCOTLAND	D	12,100	11,870		
SOUTH CAROLINA					
DARLINGTON	C	22,100	21,810		
DILLON	D	10,000	9,790		
FLORENCE	C	40,700	40,220		
HORRY	C	58,400	57,390		
MARION	D	11,800	11,590		
MARLBORO	D	10,100	9,940		
866 FRESNO-VISALIA		458,600	449,220	98	.488
CALIFORNIA					
FRESNO	M B	231,500	226,960		
KINGS	C	30,800	30,280		
MADERA	C	30,700	30,120		
MARIPOSA	D	5,900	5,380		
MERCED	C	57,500	56,120		
TULARE	B	102,200	100,360		
571 FT. MYERS-NAPLES		278,600	274,820	99	.299
FLORIDA					
CHARLOTTE	C	51,800	51,340		
COLLIER	C	66,000	64,580		
GLADES	D	3,000	2,880		
HENDRY	D	8,800	8,640		
LEE	B	149,000	147,380		
670 FT. SMITH		189,700	185,390	98	.201
ARKANSAS					
BENTON	C	39,200	38,230		
CRAWFORD	M C	15,700	15,360		
FRANKLIN	D	5,600	5,430		
LOGAN	D	7,700	7,560		
MADISON	D	4,400	4,210		
SCOTT	D	4,000	3,920		
SEBASTIAN	M C	39,800	39,200		
WASHINGTON	C	44,400	43,560		
OKLAHOMA					
LE FLORE	M D	16,300	15,820		
SEQUOYAH	M C	12,600	12,100		
509 FT. WAYNE		234,600	231,420	99	.251
INDIANA					
ADAMS	M D	10,600	10,380		
ALLEN	M B	114,900	113,690		
DE KALB	M B	12,900	12,730		
HUNTINGTON	M D	13,000	12,910		
JAY	D	8,100	7,910		
NOBLE	D	13,600	13,330		
STEUBEN	D	10,500	10,340		
WABASH	D	12,600	12,240		
WELLS	M D	9,600	9,380		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
509 FT. WAYNE (CONT'D)					
INDIANA					
WHITLEY	M B	10,200	10,100		
OHIO					
PAULDING	D	7,300	7,180		
VAN WERT	D	11,300	11,230		
592 GAINESVILLE		91,600	88,770	97	.096
FLORIDA					
ALACHUA	M C	73,700	71,490		
DIXIE	M D	4,100	3,990		
GILCHRIST	M D	3,400	3,310		
LEVY	M D	10,400	10,080		
798 GLENDIVE		4,000	3,890	97	.004
MONTANA					
DAWSON	D	3,500	3,420		
PRAIRIE	D	500	470		
773 GRAND JUNCTION-MONTROSE		55,800	54,390	97	.059
COLORADO					
DELTA	D	8,200	7,990		
MESA	M C	37,100	36,230		
MONTROSE	D	9,500	9,260		
OURAY	D	1,000	910		
563 GRAND RAPIDS-KALMZOO-B.CRK		632,300	624,300	99	.678
MICHIGAN					
ALLEGAN	M C	32,500	32,150		
BARRY	M D	18,100	17,940		
BRANCH	D	15,200	14,890		
CALHOUN	M C	52,000	51,530		
IONIA	D	18,900	18,760		
KALAMAZOO	M C	84,700	83,750		
KENT	M B	185,900	183,480		
MECOSTA	D	12,400	12,150		
MONTCALM	D	19,100	18,700		
MUSKEGON	C	58,500	57,940		
NEWAYGO	D	14,200	14,020		
OCEANA	D	8,200	7,950		
OTTAWA	M B	64,900	64,100		
ST JOSEPH	C	21,900	21,410		
VAN BUREN	M C	25,800	25,530		
755 GREAT FALLS		61,400	61,760	97	.067
MONTANA					
BLAINE	D	2,400	2,300		
CASCADE	M C	30,100	29,580		
CHOUTEAU	D	2,100	2,070		
FERGUS	D	4,500	4,280		
GLACIER	D	3,900	3,790		
HILL	D	6,400	6,110		
JUDITH BASIN	D	900	880		
LIBERTY	D	800	780		
MEAGHER	D	700	690		
PHILLIPS	D	1,900	1,820		
PONDERA	D	2,200	2,130		
TETON	D	2,400	2,330		
TOOLE	D	1,900	1,860		
VALLEY	D	3,200	3,140		
658 GREEN BAY-APPLETON		369,900	366,970	99	.399
MICHIGAN					
DICKINSON	D	10,700	10,580		
MENOMINEE	D	9,800	9,700		
SCHOOLCRAFT	D	3,300	3,190		
WISCONSIN					
BROWN	M C	73,800	73,370		
CALUMET	M B	12,100	12,020		
DOOR	D	10,200	10,160		
FOND DU LAC	C	32,900	32,630		
GREEN LAKE	D	7,200	7,130		
KEWAUNEE	M D	8,800	8,750		
MANITOWOC	M C	30,100	29,900		
MARINETTE	D	15,700	15,610		
MENOMINEE	D	1,100	1,090		
OCONTO	D	11,500	11,360		
OUTAGAMIE	M B	51,700	51,420		
SHAWANO	D	13,900	13,690		
WAUPACA	D	17,300	17,010		
WAUSHARA	D	7,800	7,690		
WINNEBAGO	M B	54,000	53,670		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
518 GREENSBORO-H.POINT-W.SALEM		538,200	530,270	99	.576
NORTH CAROLINA					
ALAMANCE	C	43,500	42,950		
ALLEGHANY	D	3,900	3,850		
CASWELL	D	7,500	7,400		
DAVIDSON	M B	50,000	49,120		
DAVIE	M B	11,000	10,760		
FORSYTH	M B	109,600	108,140		
GUILFORD	M B	140,300	138,590		
MONTGOMERY	D	8,400	8,240		
RANDOLPH	M B	42,300	41,650		
ROCKINGHAM	C	33,800	33,360		
STOKES	M B	14,400	14,170		
SURRY	C	24,500	24,250		
WILKES	C	23,300	22,850		
YADKIN	M B	12,300	12,090		
VIRGINIA					
GRAYSON	D	6,500	6,100		
PATRICK	D	6,900	6,750		
545 GREENVILLE-N.BERN-WASHNGTN		228,100	224,440	98	.244
NORTH CAROLINA					
BEAUFORT	M D	16,300	16,060		
BERTIE	D	7,400	7,180		
CARTERET	C	21,900	21,460		
CRAVEN	M C	30,100	29,770		
DUPLIN	D	14,900	14,660		
GREENE	M D	5,400	5,340		
HYDE	D	2,100	2,020		
JONES	D	3,500	3,430		
LENOIR	M C	22,000	21,600		
MARTIN	D	9,300	9,170		
ONSLOW	C	42,100	41,590		
PAMLICO	D	4,600	4,530		
PITT	M C	41,900	41,200		
TYRRELL	D	1,500	1,460		
WASHINGTON	D	5,100	4,970		
567 GREENVILLE-SPART-ASHEVILLE		664,400	653,830	98	.710
GEORGIA					
ELBERT	D	7,200	7,070		
FRANKLIN	D	6,500	6,390		
HART	D	7,600	7,550		
MADISON	C	8,000	7,790		
STEPHENS	D	9,100	9,020		
NORTH CAROLINA					
BUNCOMBE	M C	72,000	70,500		
GRAHAM	D	2,700	2,580		
HAYWOOD	D	19,300	18,930		
HENDERSON	M C	29,500	28,870		
JACKSON	D	9,800	9,600		
MCDOWELL	D	13,800	13,580		
MACON	D	10,100	9,770		
MADISON	M D	6,500	6,200		
MITCHELL	D	5,800	5,700		
POLK	M D	6,200	6,080		
RUTHERFORD	C	22,500	22,230		
SWAIN	D	4,200	4,080		
TRANSYLVANIA	D	10,100	9,940		
YANCEY	D	6,200	5,720		
SOUTH CAROLINA					
ABBEVILLE	D	8,900	8,730		
ANDERSON	M C	56,400	55,680		
CHEROKEE	D	16,700	16,500		
GREENVILLE	M B	126,500	124,980		
GREENWOOD	C	23,000	22,750		
LAURENS	C	21,000	20,770		
OCONEE	C	23,000	22,660		
PICKENS	M B	34,300	33,860		
SPARTANBURG	M B	86,100	85,140		
UNION	D	11,400	11,160		
647 GREENWOOD-GREENVILLE		79,100	76,910	97	.084
ARKANSAS					
CHICOT	D	5,400	5,230		
MISSISSIPPI					
BOLIVAR	D	13,000	12,600		
CARROLL	D	3,400	3,310		
GRENADA	D	7,800	7,630		
LEFLORE	D	12,500	12,180		
SUNFLOWER	D	9,500	9,280		
TALLAHATCHIE	D	5,100	4,920		
WASHINGTON	C	22,400	21,760		
636 HARLINGEN-WESLACO-BRNSVLLE		199,600	194,040	97	.211
TEXAS					
CAMERON	M C	75,000	72,950		
HIDALGO	M B	108,800	106,030		
STARR	M D	10,800	10,210		
WILLACY	M D	5,000	4,850		
566 HARRISBURG-LNCSTR-LEB-YORK		571,900	557,500	97	.606
PENNSYLVANIA					
ADAMS	M B	28,800	28,280		
CUMBERLAND	M B	75,000	74,040		
DAUPHIN	M B	96,100	94,880		
JUNIATA	D	7,700	7,560		
LANCASTER	M B	156,600	148,550		
LEBANON	M B	43,300	42,410		
MIFFLIN	D	17,800	17,160		
PERRY	M B	15,400	15,030		
YORK	M B	131,200	129,590		
569 HARRISONBURG		47,100	45,220	96	.049
VIRGINIA					
PAGE	D	8,200	8,080		
ROCKINGHAM	C	31,800	30,490		
WEST VIRGINIA					
GRANT	D	4,000	3,700		
PENDLETON	D	3,100	2,950		
533 HARTFORD & NEW HAVEN		939,300	928,190	99	1.008
CONNECTICUT					
HARTFORD	M B	328,900	325,550		
LITCHFIELD	C	67,700	66,770		
MIDDLESEX	B	56,000	55,090		
NEW HAVEN	M B	308,400	305,070		
NEW LONDON	B	94,500	93,090		
TOLLAND	B	45,500	44,930		
WINDHAM	C	38,300	37,690		
710 HATTIESBURG-LAUREL		90,200	88,140	98	.096
MISSISSIPPI					
COVINGTON	D	5,800	5,610		
FORREST	C	25,200	24,700		
JASPER	D	5,900	5,740		
JONES	C	22,500	22,160		
LAMAR	D	11,100	10,770		
MARION	D	9,000	8,730		
PERRY	D	3,800	3,690		
WAYNE	D	6,900	6,740		
766 HELENA		18,900	18,390	97	.020
MONTANA					
LEWIS & CLARK	D	18,900	18,390		
744 HONOLULU		366,900	356,760	97	.388
HAWAII					
HAWAII	C	43,500	41,730		
HONOLULU	M B	271,500	264,960		
KAUAI	D	17,000	16,320		
MAUI	C	34,900	33,750		
618 HOUSTON		1,473,400	1,445,550	98	1.571
TEXAS					
AUSTIN	D	7,400	7,230		
BRAZORIA	M A	65,000	64,200		
CALHOUN	D	6,700	6,590		
CHAMBERS	D	6,800	6,680		
COLORADO	D	6,900	6,690		
FORT BEND	M A	75,500	74,360		
GALVESTON	M A	82,400	80,930		
GRIMES	D	6,200	6,010		
HARRIS	M A	1,040,500	1,021,250		
JACKSON	D	4,800	4,510		
LIBERTY	M A	18,400	18,060		
MADISON	D	3,300	3,250		
MATAGORDA	D	13,000	12,690		
MONTGOMERY	M A	66,400	65,130		
POLK	D	12,200	11,820		
SAN JACINTO	D	6,400	5,960		
TRINITY	D	4,700	4,600		
WALKER	D	15,400	14,940		
WALLER	M A	7,500	7,320		
WASHINGTON	D	9,800	9,520		
WHARTON	D	14,100	13,810		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
691	HUNTSVILLE-DECATUR, FLOR		287,800	284,060	99	.309
	ALABAMA					
	COLBERT	C	20,000	19,660		
	DE KALB	C	21,200	20,780		
	FRANKLIN	D	10,800	10,630		
	LAUDERDALE	C	31,000	30,570		
	LAWRENCE	C	11,500	11,260		
	LIMESTONE	M D	20,400	20,180		
	MADISON	M B	94,800	93,880		
	MARSHALL	C	28,300	27,950		
	MORGAN	M C	38,800	38,340		
	TENNESSEE					
	LINCOLN	D	11,000	10,810		
758	IDAHO FALLS-POCATELLO		99,800	97,570	98	.106
	IDAHO					
	BANNOCK	M C	23,300	22,810		
	BINGHAM	M D	11,600	11,380		
	BONNEVILLE	M C	24,800	24,430		
	BUTTE	D	1,000	980		
	CASSIA	D	6,300	6,160		
	CLARK	D	300	290		
	CUSTER	D	1,600	1,490		
	FREMONT	D	3,400	3,320		
	JEFFERSON	D	4,900	4,780		
	LEMHI	D	2,800	2,650		
	MADISON	D	5,900	5,720		
	MINIDOKA	D	6,400	6,260		
	POWER	D	2,400	2,330		
	TETON	D	1,100	1,080		
	WYOMING					
	LINCOLN	D	4,000	3,890		
527	INDIANAPOLIS		880,100	867,410	99	.942
	INDIANA					
	BARTHOLOMEW	C	24,300	23,970		
	BENTON	D	3,500	3,470		
	BLACKFORD	D	5,400	5,310		
	BOONE	M B	14,200	14,040		
	BROWN	D	5,500	5,360		
	CARROLL	D	7,100	6,840		
	CASS	D	14,600	14,430		
	CLINTON	D	11,500	11,280		
	DECATUR	D	8,500	8,310		
	DELAWARE	C	44,900	44,290		
	FOUNTAIN	D	6,800	6,710		
	GRANT	C	27,400	26,680		
	HAMILTON	M B	41,000	40,650		
	HANCOCK	M B	16,200	16,010		
	HENDRICKS	M B	26,700	26,430		
	HENRY	D	18,400	18,190		
	HOWARD	C	31,100	30,770		
	JOHNSON	M B	32,100	31,760		
	LAWRENCE	D	16,300	15,970		
	MADISON	C	49,400	48,830		
	MARION	M B	323,200	319,130		
	MIAMI	D	13,300	13,090		
	MONROE	C	39,800	38,400		
	MONTGOMERY	D	13,200	13,080		
	MORGAN	M B	19,800	19,440		
	OWEN	D	6,600	6,440		
	PUTNAM	D	10,000	9,880		
	RANDOLPH	D	10,200	10,110		
	RUSH	D	6,400	6,240		
	SHELBY	M B	14,800	14,580		
	TIPTON	C	6,000	5,930		
	WARREN	D	3,000	2,970		
	WHITE	D	8,900	8,820		
718	JACKSON, MS		287,900	281,760	98	.306
	MISSISSIPPI					
	ADAMS	D	13,100	12,770		
	ATTALA	D	6,900	6,740		
	CLAIBORNE	D	3,400	3,260		
	COPIAH	D	9,400	9,150		
	FRANKLIN	D	3,100	2,870		
	HINDS	M B	90,500	89,160		
	HOLMES	D	7,100	6,850		
	HUMPHREYS	D	3,800	3,720		
	ISSAQUENA	D	600	590		
	JEFFERSON	D	2,800	2,720		
	JEFF DAVIS	D	4,800	4,720		
	LAWRENCE	D	4,500	4,390		
	LEAKE	D	6,800	6,660		
	LINCOLN	D	11,100	10,790		
	MADISON	M B	20,500	20,060		
	PIKE	D	13,300	12,950		
	RANKIN	M B	31,000	30,480		
	SCOTT	D	8,600	8,430		
718	JACKSON, MS (CONT'D)					
	MISSISSIPPI					
	SHARKEY	D	2,000	1,930		
	SIMPSON	D	8,400	8,200		
	SMITH	D	5,300	5,210		
	WALTHALL	D	5,000	4,760		
	WARREN	D	17,200	16,850		
	YAZOO	D	8,700	8,500		
639	JACKSON, TN		57,900	56,540	98	.061
	TENNESSEE					
	CARROLL	D	10,700	10,470		
	HARDIN	M D	8,800	8,520		
	HENDERSON	M D	8,600	8,240		
	MADISON	M C	29,800	29,310		
561	JACKSONVILLE, BRUNSWICK		475,600	468,390	98	.509
	FLORIDA					
	BAKER	D	5,800	5,750		
	BRADFORD	C	7,400	7,250		
	CLAY	M B	38,900	38,460		
	COLUMBIA	D	16,000	15,620		
	DUVAL	M B	269,300	265,610		
	NASSAU	M B	17,100	16,770		
	PUTNAM	C	25,900	25,260		
	ST JOHNS	M B	35,700	35,270		
	UNION	D	2,600	2,460		
	GEORGIA					
	BRANTLEY	D	4,000	3,850		
	CAMDEN	D	10,300	10,200		
	CHARLTON	D	3,000	2,950		
	CLINCH	D	2,100	2,060		
	GLYNN	C	24,500	24,120		
	WARE	D	13,000	12,760		
574	JOHNSTOWN-ALTOONA		280,600	275,980	98	.300
	PENNSYLVANIA					
	BEDFORD	D	18,100	17,750		
	BLAIR	M C	50,300	49,520		
	CAMBRIA	M B	61,200	60,640		
	CAMERON	D	2,400	2,320		
	CENTRE	C	43,300	42,160		
	CLEARFIELD	C	29,700	29,280		
	ELK	D	13,000	12,820		
	HUNTINGDON	D	15,600	15,330		
	JEFFERSON	D	17,500	17,210		
	SOMERSET	M B	29,500	28,950		
734	JONESBORO		75,200	73,480	98	.080
	ARKANSAS					
	CLAY	D	7,400	7,240		
	CRAIGHEAD	M C	26,800	26,380		
	GREENE	M D	12,400	12,250		
	IZARD	D	4,700	4,580		
	LAWRENCE	D	6,800	6,570		
	RANDOLPH	D	6,500	6,310		
	SHARP	D	5,800	5,590		
	MISSOURI					
	RIPLEY	D	4,800	4,560		
603	JOPLIN-PITTSBURG		139,800	137,360	98	.149
	KANSAS					
	ALLEN	D	5,600	5,520		
	BOURBON	D	5,800	5,610		
	CHEROKEE	M D	8,300	8,150		
	CRAWFORD	M D	14,400	14,180		
	LABETTE	D	9,300	9,090		
	NEOSHO	D	6,600	6,550		
	WILSON	D	4,100	4,030		
	WOODSON	D	1,700	1,670		
	MISSOURI					
	BARTON	D	4,600	4,540		
	JASPER	M C	36,500	35,880		
	MCDONALD	D	6,500	6,310		
	NEWTON	M C	17,200	16,980		
	VERNON	D	7,300	7,210		
	OKLAHOMA					
	OTTAWA	D	11,900	11,640		
616	KANSAS CITY		761,300	749,880	98	.815
	KANSAS					
	ANDERSON	D	3,000	2,880		
	ATCHISON	D	6,100	6,030		
	BROWN	D	4,300	4,220		

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
616 KANSAS CITY (CONT'D)					
KANSAS					
DOUGLAS	C	31,100	30,310		
FRANKLIN	D	8,400	8,280		
JOHNSON	M B	145,900	144,720		
LEAVENWORTH	M B	20,600	20,390		
LINN	D	3,200	3,120		
MIAMI	M B	8,600	8,430		
WYANDOTTE	M B	61,100	60,170		
MISSOURI					
BATES	D	6,000	5,820		
CALDWELL	D	3,200	3,130		
CARROLL	D	4,200	4,120		
CASS	M B	23,800	23,440		
CLAY	M B	60,400	59,890		
CLINTON	D	6,200	6,120		
DAVIESS	D	3,000	2,850		
GENTRY	D	2,700	2,630		
GRUNDY	D	4,200	4,160		
HENRY	D	8,200	7,990		
JACKSON	M B	254,700	250,120		
JOHNSON	D	14,900	14,570		
LAFAYETTE	M B	11,900	11,760		
LINN	D	5,600	5,530		
LIVINGSTON	D	5,600	5,530		
PETTIS	D	14,100	13,850		
PLATTE	M B	23,200	23,010		
RAY	M B	8,200	8,110		
SALINE	D	8,900	8,700		
557 KNOXVILLE		408,800	401,730	98	.436
KENTUCKY					
BELL	D	11,300	10,810		
KNOX	D	10,700	10,490		
MCCREARY	D	5,500	5,360		
WHITLEY	D	12,200	11,870		
TENNESSEE					
ANDERSON	M B	27,700	27,400		
BLOUNT	M B	34,300	33,900		
CAMPBELL	D	13,100	12,770		
CLAIBORNE	D	9,700	9,450		
COCKE	D	11,200	11,010		
CUMBERLAND	D	13,900	13,460		
FENTRESS	D	5,500	5,240		
GRAINGER	M B	6,400	6,250		
HAMBLEN	D	19,500	19,200		
JEFFERSON	M B	12,400	12,190		
KNOX	M B	135,300	133,450		
LOUDON	D	12,400	12,260		
MONROE	D	11,500	11,360		
MORGAN	D	5,900	5,780		
ROANE	D	18,500	18,230		
SCOTT	D	6,500	6,290		
SEVIER	M B	20,200	19,940		
UNION	M B	5,100	5,020		
702 LA CROSSE-EAU CLAIRE		162,000	159,730	99	.174
MINNESOTA					
HOUSTON	D	6,900	6,810		
WINONA	D	17,000	16,690		
WISCONSIN					
BUFFALO	D	5,100	5,020		
CHIPPEWA	C	19,300	19,170		
EAU CLAIRE	C	31,800	31,360		
JACKSON	D	6,300	6,250		
LA CROSSE	C	37,200	36,790		
MONROE	D	13,400	13,250		
RUSK	D	5,700	5,530		
TREMPEALEAU	D	9,500	9,300		
VERNON	D	9,800	9,560		
582 LAFAYETTE, IN		46,000	45,040	98	.049
INDIANA					
TIPPECANOE	C	46,000	45,040		
642 LAFAYETTE, LA		191,000	188,150	99	.204
LOUISIANA					
ACADIA	D	19,100	18,760		
ALLEN	D	7,200	7,030		
EVANGELINE	D	11,700	11,510		
IBERIA	C	22,700	22,350		
JEFF DAVIS	D	10,500	10,340		
LAFAYETTE	C	60,300	59,480		
ST LANDRY	C	27,100	26,600		
ST MARTIN	C	14,700	14,540		
VERMILION	D	17,700	17,540		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
643 LAKE CHARLES		74,000	72,680	98	.079
LOUISIANA					
BEAUREGARD	D	10,400	10,030		
CALCASIEU	M C	60,500	59,600		
CAMERON	D	3,100	3,050		
551 LANSING		228,800	225,940	99	.245
MICHIGAN					
CLINTON	M B	20,600	20,340		
EATON	M B	34,700	34,320		
HILLSDALE	D	15,800	15,560		
INGHAM	M B	103,300	101,890		
JACKSON	M C	54,400	53,830		
749 LAREDO		38,600	37,660	98	.041
TEXAS					
WEBB	M C	35,600	34,810		
ZAPATA	M D	3,000	2,850		
839 LAS VEGAS		319,100	314,440	99	.342
NEVADA					
CLARK	M B	310,700	306,350		
LINCOLN	D	1,300	1,270		
NYE	D	7,100	6,820		
541 LEXINGTON		364,000	354,930	98	.386
KENTUCKY					
ANDERSON	D	5,600	5,540		
BATH	D	3,600	3,530		
BOURBON	M B	7,300	7,200		
BOYLE	D	9,600	9,430		
BREATHITT	D	5,500	5,010		
CASEY	D	5,400	5,080		
CLARK	M B	11,100	11,000		
CLAY	D	7,300	6,900		
ESTILL	D	5,400	5,070		
FAYETTE	M B	91,400	90,090		
FLEMING	D	4,600	4,510		
FRANKLIN	D	17,600	17,310		
GARRARD	D	4,500	4,400		
HARLAN	D	12,900	12,550		
HARRISON	D	6,200	6,110		
JACKSON	D	4,400	4,170		
JESSAMINE	M B	11,000	10,840		
KNOTT	D	6,100	5,870		
LAUREL	D	15,800	15,470		
LEE	D	2,700	2,530		
LINCOLN	D	7,500	7,270		
MADISON	M C	20,400	19,950		
MENIFEE	D	1,900	1,850		
MERCER	D	7,400	7,260		
MONTGOMERY	D	7,300	7,130		
NICHOLAS	D	2,600	2,440		
OWSLEY	D	1,800	1,700		
PERRY	D	10,400	10,030		
POWELL	D	4,100	3,900		
PULASKI	D	19,100	18,620		
ROCKCASTLE	D	5,500	5,270		
ROWAN	D	6,800	6,510		
RUSSELL	D	6,000	5,820		
SCOTT	M B	8,700	8,590		
WAYNE	D	6,600	6,300		
WOLFE	D	2,500	2,400		
WOODFORD	M B	7,400	7,330		
558 LIMA		39,500	39,070	99	.042
OHIO					
ALLEN	C	39,500	39,070		
722 LINCOLN & HSTNGS-KRNYPLUS		251,900	248,470	99	.270
KANSAS					
CLOUD	D	4,400	4,270		
JEWELL	D	1,700	1,690		
PHILLIPS	D	2,700	2,650		
REPUBLIC	D	2,700	2,630		
SMITH	D	2,100	2,080		
NEBRASKA					
ADAMS	M D	11,500	11,410		
BOONE	D	2,500	2,440		
BOYD	D	1,100	1,070		
BROWN	D	1,400	1,350		
BUFFALO	M D	13,900	13,730		
CHASE	D	1,700	1,680		
CLAY	D	2,700	2,680		

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *		TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
722 LINCOLN & HSTNGS-KRNYPLUS (CONT'D)						
NEBRASKA						
CUSTER		D	4,900	4,780		
DAWSON		D	7,700	7,590		
FILLMORE		D	2,800	2,760		
FRANKLIN		D	1,600	1,580		
FRONTIER		D	1,200	1,190		
FURNAS		D	2,300	2,230		
GAGE		D	9,000	8,920		
GARFIELD		D	900	890		
GOSPER		D	800	800		
GREELEY		D	1,100	1,080		
HALL	M	D	18,700	18,530		
HAMILTON		D	3,200	3,160		
HARLAN		D	1,600	1,570		
HAYES		D	500	500		
HOLT		D	4,700	4,600		
HOWARD		D	2,300	2,270		
JEFFERSON		D	3,600	3,560		
KEARNEY		D	2,500	2,480		
KEYA PAHA		D	400	390		
LANCASTER	M	C	84,500	83,210		
LOUP		D	300	300		
MERRICK		D	3,000	2,960		
NANCE		D	1,600	1,570		
NUCKOLLS		D	2,300	2,270		
PERKINS		D	1,300	1,290		
PHELPS		D	3,700	3,670		
PLATTE		D	11,200	11,100		
POLK		D	2,200	2,190		
RED WILLOW		D	4,700	4,660		
ROCK		D	800	790		
SALINE		D	4,800	4,760		
SHERMAN		D	1,400	1,390		
THAYER		D	2,600	2,570		
VALLEY		D	2,100	2,070		
WEBSTER		D	1,700	1,670		
YORK		D	5,500	5,440		
693 LITTLE ROCK-PINE BLUFF			462,300	453,470	98	.493
ARKANSAS						
ARKANSAS		D	8,300	8,120		
BRADLEY		D	4,500	4,400		
CALHOUN		D	2,200	2,150		
CLARK		D	7,700	7,520		
CLEBURNE		D	8,100	7,940		
CLEVELAND		D	2,900	2,850		
CONWAY		D	7,100	7,000		
DALLAS		D	3,600	3,560		
DESHA		D	5,800	5,680		
DREW		D	6,300	6,140		
FAULKNER	M	B	22,300	22,000		
GARLAND		C	31,200	30,490		
GRANT		D	5,200	5,070		
HOT SPRING		D	10,100	9,860		
INDEPENDENCE		D	11,900	11,560		
JACKSON		D	7,200	7,060		
JEFFERSON	M	C	30,000	29,480		
JOHNSON		D	7,100	6,880		
LINCOLN		D	3,800	3,730		
LONOKE	M	B	14,200	13,940		
MONROE		D	4,200	4,030		
MONTGOMERY		D	3,100	3,050		
NEVADA		D	3,700	3,610		
OUACHITA		D	11,700	11,460		
PERRY		D	3,100	3,010		
PIKE		D	3,900	3,800		
POLK		D	6,900	6,800		
POPE		D	17,300	16,920		
PRAIRIE		D	3,600	3,540		
PULASKI	M	B	138,000	135,940		
SALINE	M	B	23,800	23,550		
SEARCY		D	3,000	2,860		
STONE		D	4,000	3,860		
VAN BUREN		D	5,900	5,680		
WHITE		D	20,100	19,790		
WOODRUFF		D	3,800	3,490		
YELL		D	7,000	6,850		
803 LOS ANGELES			4,976,500	4,875,100	98	5.297
CALIFORNIA						
INYO		D	7,800	7,270		
KERN-E		B	26,000	25,430		
LOS ANGELES	M	A	3,042,400	2,977,290		
ORANGE	M	A	852,100	839,920		
RIVERSIDE-W		A	320,100	312,420		
SAN BERNARDNO		A	503,800	492,060		
VENTURA		A	224,500	220,710		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *		TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
529 LOUISVILLE			531,500	524,500	99	.570
INDIANA						
CLARK	M	B	33,300	32,870		
CRAWFORD		D	3,700	3,590		
FLOYD	M	B	24,400	24,050		
HARRISON	M	B	10,900	10,770		
JACKSON		D	14,100	13,850		
JEFFERSON		D	11,000	10,830		
JENNINGS		D	8,400	8,330		
ORANGE		D	6,900	6,770		
SCOTT		D	7,600	7,490		
WASHINGTON		D	8,800	8,660		
KENTUCKY						
BRECKINRIDGE		D	6,200	6,090		
BULLITT	M	B	16,300	16,010		
CARROLL		D	3,500	3,470		
GRAYSON		D	8,100	7,910		
GREEN		D	4,000	3,840		
HARDIN		C	29,400	29,070		
HENRY		D	4,900	4,840		
JEFFERSON	M	B	263,800	260,850		
LARUE		D	4,500	4,400		
MARION		D	5,600	5,480		
MEADE		D	8,200	8,140		
NELSON		D	10,600	10,400		
OLDHAM	M	B	11,200	11,100		
SHELBY	M	B	9,300	9,210		
SPENCER		D	2,500	2,450		
TAYLOR		D	8,300	8,130		
TRIMBLE		D	2,300	2,270		
WASHINGTON		D	3,700	3,630		
651 LUBBOCK			135,300	133,280	99	.145
TEXAS						
BAILEY		D	2,400	2,310		
BORDEN		D	300	290		
COCHRAN		D	1,400	1,370		
CROSBY		D	2,400	2,380		
DAWSON		D	4,900	4,830		
DICKENS		D	1,000	980		
FLOYD		D	2,900	2,840		
GARZA		D	1,800	1,750		
HALE		D	11,600	11,440		
HOCKLEY		D	7,900	7,780		
KENT		D	400	390		
LAMB		D	5,300	5,210		
LUBBOCK	M	C	82,900	81,810		
LYNN		D	2,300	2,260		
MOTLEY		D	600	580		
TERRY		D	4,400	4,370		
YOAKUM		D	2,800	2,690		
503 MACON			186,700	183,610	98	.199
GEORGIA						
BALDWIN		D	12,400	12,210		
BIBB	M	B	57,600	56,840		
BLECKLEY		D	3,800	3,760		
CRAWFORD		D	3,100	3,020		
DODGE		D	6,400	6,300		
DOOLY		D	3,500	3,420		
HANCOCK		D	2,900	2,810		
HOUSTON	M	B	33,400	32,980		
JOHNSON		D	3,000	2,880		
JONES	M	B	7,500	7,390		
LAURENS		D	14,700	14,320		
MONROE		D	6,000	5,920		
PEACH	M	B	7,300	7,170		
PULASKI		D	3,000	2,960		
TELFAIR		D	4,000	3,890		
TWIGGS		D	3,300	3,230		
WASHINGTON		D	6,800	6,670		
WHEELER		D	1,800	1,750		
WILCOX		D	2,500	2,470		
WILKINSON		D	3,700	3,620		
669 MADISON			277,900	273,060	98	.297
WISCONSIN						
COLUMBIA		D	17,200	16,940		
DANE	M	B	145,500	142,680		
GREEN		D	11,500	11,500		
IOWA		D	7,500	7,410		
JUNEAU		D	8,400	8,250		
LAFAYETTE		D	5,800	5,720		
MARQUETTE		D	4,900	4,750		
RICHLAND		D	6,500	6,480		
ROCK		C	52,200	51,660		
SAUK		D	17,900	17,670		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
737	MANKATO		52,000	51,280	99	.056
	IOWA					
	EMMET	D	4,400	4,350		
	MINNESOTA					
	BL ERTH-NCL-S	M D	23,800	23,400		
	BROWN	M D	10,300	10,180		
	MARTIN	M D	9,000	8,900		
	WATONWAN	M D	4,500	4,450		
553	MARQUETTE		71,300	69,690	98	.076
	MICHIGAN					
	ALGER	D	3,300	3,260		
	BARAGA	D	3,100	3,040		
	DELTA	D	14,500	14,380		
	HOUGHTON	D	13,100	12,340		
	IRON	D	5,600	5,500		
	KEWEENAW	D	800	780		
	MARQUETTE	C	25,500	25,100		
	ONTONAGON	D	3,600	3,500		
	WISCONSIN					
	FLORENCE	D	1,800	1,790		
813	MEDFORD-KLAMATH FALLS		139,900	134,980	96	.147
	CALIFORNIA					
	MODOC	D	3,700	3,400		
	SISKIYOU	D	17,700	16,580		
	OREGON					
	CURRY	D	8,700	8,350		
	JACKSON	M C	58,700	57,200		
	JOSEPHINE	C	25,900	25,130		
	KLAMATH	C	22,400	21,620		
	LAKE	D	2,800	2,700		
640	MEMPHIS		593,500	583,610	98	.634
	ARKANSAS					
	CRITTENDEN	M B	17,300	16,910		
	CROSS	D	6,700	6,560		
	LEE	D	4,500	4,350		
	MISSISSIPPI	C	20,300	19,920		
	PHILLIPS	D	9,900	9,580		
	POINSETT	D	9,300	9,120		
	ST FRANCIS	D	9,800	9,550		
	MISSISSIPPI					
	ALCORN	D	12,300	12,010		
	BENTON	D	2,800	2,740		
	COAHOMA	D	10,200	9,830		
	DE SOTO	M B	25,200	24,840		
	LAFAYETTE	D	11,100	10,960		
	MARSHALL	D	10,200	9,900		
	PANOLA	D	10,300	10,120		
	QUITMAN	D	3,400	3,280		
	TATE	D	7,100	6,930		
	TIPPAH	D	7,300	7,160		
	TUNICA	D	2,500	2,430		
	MISSOURI					
	PEMISCOT	D	8,100	7,950		
	TENNESSEE					
	CHESTER	D	4,600	4,500		
	CROCKETT	D	5,100	5,030		
	DYER	D	13,800	13,510		
	FAYETTE	D	8,600	8,380		
	GIBSON	D	18,200	17,970		
	HARDEMAN	D	8,300	8,140		
	HAYWOOD	D	7,000	6,840		
	LAUDERDALE	D	8,400	8,250		
	MCNAIRY	D	8,900	8,630		
	SHELBY	M B	308,800	304,970		
	TIPTON	M B	13,500	13,250		
711	MERIDIAN		65,700	64,070	98	.070
	ALABAMA					
	CHOCTAW	M D	5,700	5,500		
	SUMTER	M D	5,500	5,330		
	MISSISSIPPI					
	CLARKE	M D	6,400	6,250		
	KEMPER	M D	3,700	3,550		
	LAUDERDALE	M C	28,200	27,700		
	NESHOBA	D	8,900	8,610		
	NEWTON	D	7,300	7,130		
528	MIAMI-FT. LAUDERDALE		1,294,600	1,275,990	99	1.386
	FLORIDA					
	BROWARD	A	550,200	544,810		
	DADE	M A	709,600	697,470		
	MONROE	C	34,800	33,710		
617	MILWAUKEE		772,800	765,130	99	.831
	WISCONSIN					
	DODGE	C	27,100	26,880		
	JEFFERSON	C	24,300	24,000		
	KENOSHA	A	47,700	47,260		
	MILWAUKEE	M B	373,500	369,690		
	OZAUKEE	M B	26,400	26,250		
	RACINE	B	64,300	63,530		
	SHEBOYGAN	C	38,900	38,480		
	WALWORTH	C	27,900	27,470		
	WASHINGTON	M B	33,900	33,610		
	WAUKESHA	M B	108,800	107,960		
613	MINNEAPOLIS-ST. PAUL		1,366,300	1,348,880	99	1.466
	MINNESOTA					
	ANOKA	M A	86,000	85,170		
	BELTRAMI	D	12,100	11,610		
	BENTON	C	11,300	11,180		
	BIG STONE	D	2,400	2,340		
	CARVER	M A	17,400	17,340		
	CASS	D	8,300	8,160		
	CHIPPEWA	D	5,200	5,150		
	CHISAGO	M A	10,900	10,830		
	COTTONWOOD	D	5,000	4,910		
	CROW WING	D	17,600	17,210		
	DAKOTA	M A	106,100	105,590		
	DOUGLAS	D	11,100	10,930		
	GOODHUE	D	15,400	15,220		
	GRANT	D	2,400	2,390		
	HENNEPIN	M A	430,500	425,030		
	HUBBARD	D	5,900	5,810		
	ISANTI	M A	9,100	8,970		
	JACKSON	D	4,400	4,350		
	KANABEC	D	4,900	4,780		
	KANDIYOHI	D	14,500	14,270		
	LAC QUI PARLE	D	3,400	3,360		
	LE SUEUR	D	8,500	8,320		
	LYON	D	9,100	9,030		
	MCLEOD	D	12,100	11,970		
	MEEKER	D	7,700	7,590		
	MILLE LACS	D	7,000	6,850		
	MORRISON	D	10,500	10,380		
	NICOLLET-N	D	5,100	5,030		
	PINE	D	7,700	7,560		
	POPE	D	4,100	4,080		
	RAMSEY	M A	192,600	189,650		
	REDWOOD	D	6,500	6,450		
	RENVILLE	D	6,700	6,600		
	RICE	D	16,600	16,410		
	SCOTT	M A	20,400	20,240		
	SHERBURNE	C	14,300	14,120		
	SIBLEY	D	5,300	5,240		
	STEARNS	C	40,600	40,020		
	STEELE	D	11,400	11,280		
	STEVENS	D	3,800	3,600		
	SWIFT	D	4,200	4,140		
	TODD	D	8,600	8,500		
	TRAVERSE	D	1,700	1,680		
	WABASHA	D	7,300	7,170		
	WADENA	D	4,900	4,720		
	WASECA	D	6,700	6,620		
	WASHINGTON	M A	51,700	51,340		
	WRIGHT	M A	23,900	23,580		
	YELLOW MED	D	4,600	4,470		
	WISCONSIN					
	BARRON	D	15,700	15,430		
	BURNETT	D	5,300	5,180		
	DUNN	D	12,400	12,170		
	PEPIN	D	2,600	2,550		
	PIERCE	D	11,200	11,030		
	POLK	D	13,300	13,130		
	ST CROIX	M A	18,300	18,150		
687	MINOT-BISMARCK-DICKINSON		133,000	131,010	99	.142
	MONTANA					
	DANIELS	D	900	890		
	MCCONE	D	800	750		
	RICHLAND	D	3,800	3,750		
	ROOSEVELT	D	3,700	3,600		
	SHERIDAN	D	1,900	1,830		
	WIBAUX	D	500	490		
	NORTH DAKOTA					
	ADAMS	D	1,200	1,180		
	BILLINGS	D	400	400		
	BOTTINEAU	D	3,000	2,990		
	BOWMAN	D	1,400	1,380		
	BURKE	D	1,200	1,190		
	BURLEIGH	C	23,000	22,740		
	DIVIDE	D	1,200	1,180		
	DUNN	D	1,400	1,380		
	EMMONS	D	1,800	1,770		
	GOLDEN VALLEY	D	800	790		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
687	MINOT-BISMARCK-DICKINSON (CONT'D)					
	NORTH DAKOTA					
	GRANT	D	1,300	1,280		
	HETTINGER	D	1,300	1,290		
	KIDDER	D	1,200	1,190		
	LOGAN	D	1,100	1,090		
	MCHENRY	D	2,500	2,440		
	MCINTOSH	D	1,700	1,640		
	MCKENZIE	D	2,200	2,180		
	MCLEAN	D	3,900	3,860		
	MERCER	D	3,500	3,420		
	MORTON	C	8,600	8,520		
	MOUNTRAIL	D	2,500	2,460		
	OLIVER	D	800	790		
	PIERCE	D	1,900	1,870		
	RENVILLE	D	1,200	1,190		
	ROLETTE	D	4,200	4,130		
	SHERIDAN	D	800	780		
	SIOUX	D	1,100	1,020		
	SLOPE	D	300	300		
	STARK	D	8,400	8,330		
	WARD	C	21,400	21,150		
	WELLS	D	2,300	2,250		
	WILLIAMS	D	7,700	7,590		
	SOUTH DAKOTA					
	CAMPBELL	D	800	760		
	CORSON	D	1,200	1,170		
	DEWEY	D	1,700	1,660		
	WALWORTH	D	2,400	2,340		
762	MISSOULA		74,300	71,700	97	.078
	MONTANA					
	FLATHEAD	C	23,200	22,290		
	GRANITE	D	1,000	970		
	LAKE	M D	7,900	7,760		
	MINERAL	D	1,300	1,270		
	MISSOULA	M C	31,000	29,730		
	RAVALLI	M D	9,900	9,680		
686	MOBILE-PENSACOLA		410,900	403,950	98	.439
	ALABAMA					
	BALDWIN	M B	38,300	37,500		
	CLARKE	D	9,500	9,280		
	ESCAMBIA	D	12,800	12,580		
	MOBILE	M B	138,200	136,110		
	MONROE	D	8,600	8,360		
	WASHINGTON	D	5,700	5,540		
	FLORIDA					
	ESCAMBIA	M B	101,200	99,450		
	OKALOOSA	C	56,100	55,380		
	SANTA ROSA	M B	31,400	30,930		
	MISSISSIPPI					
	GEORGE	D	5,800	5,680		
	GREENE	D	3,300	3,140		
628	MONROE-EL DORADO		168,200	165,150	98	.179
	ARKANSAS					
	ASHLEY	D	8,800	8,620		
	UNION	M D	17,800	17,560		
	LOUISIANA					
	CALDWELL	D	3,500	3,430		
	CATAHOULA	D	3,800	3,680		
	CONCORDIA	D	7,200	7,000		
	EAST CARROLL	D	3,100	3,030		
	FRANKLIN	D	7,600	7,410		
	JACKSON	D	5,700	5,570		
	LA SALLE	D	4,900	4,690		
	LINCOLN	M D	13,600	13,390		
	MADISON	D	4,100	4,010		
	MOREHOUSE	M D	10,800	10,610		
	OUACHITA	M C	50,400	49,640		
	RICHLAND	D	6,900	6,800		
	TENSAS	D	2,400	2,370		
	UNION	M D	7,500	7,450		
	WEST CARROLL	D	4,400	4,340		
	WINN	D	5,700	5,550		
828	MONTEREY-SALINAS		215,800	207,730	96	.226
	CALIFORNIA					
	MONTEREY	M B	117,900	114,450		
	SAN BENITO	D	12,000	11,650		
	SANTA CRUZ	M A	85,900	81,630		
698	MONTGOMERY		215,300	211,180	98	.229
	ALABAMA					
	AUTAUGA	M B	12,100	11,930		
	BULLOCK	D	3,900	3,740		
	BUTLER	D	7,900	7,710		
	CONECUH	D	5,200	5,060		
	COVINGTON	D	14,500	14,240		
	CRENSHAW	D	5,300	5,210		
	DALLAS	D	16,700	16,340		
	ELMORE	M B	17,100	16,870		
	LOWNDES	D	4,100	3,970		
	MACON	D	8,500	8,320		
	MARENGO	D	8,100	7,850		
	MONTGOMERY	M B	78,300	77,200		
	PERRY	D	4,100	3,920		
	PIKE	D	10,400	10,150		
	TALLAPOOSA	D	14,800	14,550		
	WILCOX	D	4,300	4,120		
659	NASHVILLE		724,500	713,070	98	.775
	KENTUCKY					
	ALLEN	D	5,600	5,520		
	BARREN	D	13,100	12,800		
	CHRISTIAN	C	21,500	21,140		
	CLINTON	D	3,600	3,460		
	CUMBERLAND	D	2,700	2,590		
	LOGAN	D	9,400	9,190		
	MONROE	D	4,400	4,320		
	SIMPSON	D	5,800	5,730		
	TODD	D	4,100	3,920		
	TRIGG	D	4,100	4,000		
	TENNESSEE					
	BEDFORD	D	11,700	11,570		
	BENTON	D	5,700	5,600		
	CANNON	D	4,000	3,820		
	CHEATHAM	M B	10,000	9,840		
	CLAY	D	2,900	2,840		
	COFFEE	D	15,800	15,580		
	DAVIDSON	M B	211,300	208,890		
	DECATUR	D	4,200	4,100		
	DE KALB	D	5,700	5,620		
	DICKSON	M B	13,500	13,340		
	FRANKLIN	D	12,800	12,520		
	GILES	D	9,900	9,690		
	HENRY	D	11,400	11,110		
	HICKMAN	D	6,100	5,990		
	HOUSTON	D	2,700	2,630		
	HUMPHREYS	D	6,100	6,030		
	JACKSON	D	3,700	3,610		
	LAWRENCE	D	13,400	13,140		
	LEWIS	D	3,600	3,530		
	MACON	D	6,200	6,090		
	MARSHALL	D	8,400	8,140		
	MAURY	C	20,900	20,650		
	MONTGOMERY	C	35,600	35,170		
	MOORE	D	1,800	1,710		
	OVERTON	D	6,800	6,580		
	PERRY	D	2,500	2,410		
	PICKETT	D	1,800	1,770		
	PUTNAM	D	20,100	19,680		
	ROBERTSON	M B	15,300	15,100		
	RUTHERFORD	M B	44,600	44,070		
	SMITH	D	5,300	5,230		
	STEWART	D	3,700	3,630		
	SUMNER	M B	38,200	37,590		
	TROUSDALE	D	2,300	2,250		
	VAN BUREN	D	1,800	1,760		
	WARREN	D	12,800	12,540		
	WAYNE	D	5,200	5,060		
	WHITE	D	7,800	7,550		
	WILLIAMSON	M B	29,500	29,130		
	WILSON	M B	25,100	24,840		
622	NEW ORLEANS		600,500	591,970	99	.643
	LOUISIANA					
	JEFFERSON	M B	166,600	164,870		
	LAFOURCHE	C	28,700	28,410		
	ORLEANS	M B	184,800	181,440		
	PLAQUEMINES	D	8,200	8,050		
	ST BERNARD	M B	23,200	23,030		
	ST CHARLES	B	14,600	14,360		
	ST JAMES	D	6,400	6,310		
	ST JOHN BAPT	B	13,000	12,870		
	ST TAMMANY	M B	52,000	51,350		
	TANGIPAHOA	C	29,700	29,080		
	TERREBONNE	C	31,600	31,270		
	WASHINGTON	D	15,400	15,060		
	MISSISSIPPI					
	HANCOCK	C	12,300	12,080		
	PEARL RIVER	D	14,000	13,790		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
501	NEW YORK		6,845,200	6,723,980	98	7.305
	CONNECTICUT					
	FAIRFIELD	A	304,800	301,660		
	NEW JERSEY					
	BERGEN	M A	308,000	304,610		
	ESSEX	M A	275,000	270,930		
	HUDSON	M A	206,100	203,590		
	HUNTERDON	A	39,100	38,670		
	MIDDLESEX	M A	243,700	242,070		
	MONMOUTH	A	202,900	201,400		
	MORRIS	M A	149,700	148,550		
	OCEAN	A	174,400	172,310		
	PASSAIC	M A	154,900	152,860		
	SOMERSET	M A	92,300	91,450		
	SUSSEX	A	45,400	45,020		
	UNION	M A	180,200	178,090		
	WARREN	B	34,600	34,160		
	NEW YORK					
	BRONX	M A	427,600	419,010		
	DUTCHESS	B	91,700	90,430		
	KINGS	M A	832,800	810,150		
	NASSAU	M A	430,300	427,290		
	NEW YORK	M A	725,100	689,720		
	ORANGE	A	105,100	103,460		
	PUTNAM	M A	28,600	28,450		
	QUEENS	M A	725,600	716,310		
	RICHMOND	M A	133,500	132,390		
	ROCKLAND	M A	85,000	83,660		
	SUFFOLK	M A	429,700	426,310		
	SULLIVAN	C	25,100	23,420		
	ULSTER	C	61,600	59,700		
	WESTCHESTER	M A	321,000	317,050		
	PENNSYLVANIA					
	PIKE	D	11,400	11,260		
544	NORFOLK-PORTSMTH-NEWPT	NWS	612,100	603,340	99	.656
	NORTH CAROLINA					
	CAMDEN	D	2,200	2,180		
	CHOWAN	D	5,200	5,130		
	CURRITUCK	D	5,200	5,120		
	DARE	D	10,000	9,820		
	GATES	D	3,400	3,330		
	HERTFORD	D	8,100	7,930		
	NORTHAMPTON	D	7,500	7,310		
	PASQUOTANK	D	11,600	11,450		
	PERQUIMANS	D	4,100	4,030		
	VIRGINIA					
	ACCOMACK	D	12,800	12,450		
	GLOUCESTER	M B	11,600	11,450		
	ISLE OF WIGHT	D	9,400	9,210		
	JAMES CITY	M B	17,700	17,440		
	MATHEWS	D	3,600	3,470		
	NORTHAMPTON	D	5,100	4,980		
	SOUTHAMPTON	D	9,000	8,810		
	SUFFOLK CITY	M B	19,000	18,660		
	SURRY	D	2,300	2,250		
	VIRGINIA BCH	M B	143,600	142,440		
	YORK	M B	19,100	18,900		
	CHSPEAKE CITY	M B	55,500	54,860		
	NORFOLK CITY	M B	90,800	88,970		
	PRTSMUTH CITY	M B	39,000	38,460		
	HAMPTON CITY	M B	50,800	50,120		
	NWPRT NWS CTY	M B	65,500	64,570		
740	NORTH PLATTE		14,200	14,000	99	.015
	NEBRASKA					
	ARTHUR	D	200	190		
	BLAINE	D	300	290		
	HOOKER	D	300	290		
	LINCOLN	D	12,600	12,440		
	LOGAN	D	300	300		
	MCPHERSON	D	200	200		
	THOMAS	D	300	290		
633	ODESSA-MIDLAND		133,500	131,100	98	.142
	NEW MEXICO					
	LEA-S	D	2,100	2,070		
	TEXAS					
	ANDREWS	D	4,600	4,580		
	BREWSTER	D	3,400	3,170		
	CRANE	D	1,500	1,490		
	ECTOR	M C	41,700	41,130		
	GAINES	D	4,400	4,310		
	GLASSCOCK	D	500	500		
	HOWARD	D	11,200	11,030		
	JEFF DAVIS	D	800	700		
	LOVING	D	100	100		
	MARTIN	D	1,600	1,560		
	MIDLAND	M C	39,700	39,140		

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
633	ODESSA-MIDLAND (CONT'D)					
	TEXAS					
	PECOS	D	4,600	4,440		
	PRESIDIO	D	2,300	2,140		
	REAGAN	D	1,300	1,290		
	REEVES	D	4,700	4,600		
	TERRELL	D	500	470		
	UPTON	D	1,400	1,380		
	WARD	D	4,300	4,240		
	WINKLER	D	2,800	2,760		
650	OKLAHOMA CITY		569,100	560,720	99	.609
	OKLAHOMA					
	ALFALFA	D	2,400	2,370		
	BECKHAM	D	7,100	6,970		
	BLAINE	D	4,300	4,210		
	CADDO	D	10,700	10,450		
	CANADIAN	M B	26,300	25,950		
	CLEVELAND	M B	66,300	65,570		
	CUSTER	D	9,700	9,570		
	DEWEY	D	2,200	2,160		
	ELLIS	D	1,700	1,650		
	GARFIELD	C	21,700	21,330		
	GARVIN	D	10,200	10,000		
	GRADY	D	15,400	15,120		
	GRANT	D	2,200	2,150		
	GREER	D	2,500	2,440		
	HARMON	D	1,400	1,380		
	HARPER	D	1,600	1,560		
	HUGHES	D	5,100	5,090		
	KAY	D	18,800	18,490		
	KINGFISHER	D	4,800	4,730		
	KIOWA	D	4,500	4,410		
	LINCOLN	D	10,800	10,570		
	LOGAN	M B	10,100	9,920		
	MCCLAIN	M B	8,300	8,170		
	MAJOR	D	3,100	2,900		
	MURRAY	D	4,600	4,550		
	NOBLE	D	4,100	4,070		
	OKLAHOMA	M B	238,400	235,420		
	PAYNE	C	23,600	23,100		
	POTTAWATOMIE	M B	21,600	21,280		
	ROGER MILLS	D	1,500	1,440		
	SEMINOLE	D	9,400	9,260		
	WASHITA	D	4,200	4,130		
	WOODS	D	3,700	3,640		
	WOODWARD	D	6,800	6,670		
652	OMAHA		346,700	342,330	99	.372
	IOWA					
	CASS	D	6,100	6,040		
	CRAWFORD	D	6,400	6,360		
	FREMONT	D	3,200	3,160		
	HARRISON	D	5,600	5,530		
	MILLS	D	4,700	4,650		
	MONTGOMERY	D	4,900	4,850		
	PAGE	D	6,500	6,400		
	POTTAWATTAMIE	M B	31,300	30,840		
	SHELBY	D	5,000	4,930		
	TAYLOR	D	2,800	2,760		
	MISSOURI					
	ATCHISON	D	2,900	2,860		
	NEBRASKA					
	BURT	D	3,100	3,080		
	BUTLER	D	3,200	3,160		
	CASS	D	7,900	7,850		
	COLFAX	D	3,500	3,390		
	CUMING	D	3,800	3,750		
	DODGE	D	13,500	13,340		
	DOUGLAS	M B	163,000	160,770		
	JOHNSON	D	1,900	1,880		
	NEMAHA	D	3,100	3,060		
	OTOE	D	5,600	5,540		
	PAWNEE	D	1,400	1,370		
	RICHARDSON	D	4,000	3,900		
	SARPY	M B	34,900	34,670		
	SAUNDERS	D	6,800	6,750		
	SEWARD	D	5,500	5,400		
	WASHINGTON	M B	6,100	6,040		
534	ORLANDO-DAYTONA BCH-MELBRN		935,000	922,390	99	1.002
	FLORIDA					
	BREVARD	M B	170,600	168,590		
	FLAGLER	D	13,000	12,680		
	LAKE	C	67,000	66,000		
	MARION	C	83,100	81,590		
	ORANGE	M B	270,800	267,040		
	OSCEOLA	M B	42,000	41,560		
	SEMINOLE	M B	114,400	113,060		
	SUMTER	D	12,600	12,370		

M Metro county of DMA market
NM Metro county of non-DMA market

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
534 ORLANDO-DAYTONA BCH-MELBRN (CONT'D)					
FLORIDA					
VOLUSIA	M B	161,500	159,500		
631 OTTUMWA-KIRKSVILLE		42,100	41,240	98	.045
IOWA					
DAVIS	D	3,000	2,950		
JEFFERSON	D	6,400	6,100		
VAN BUREN	D	3,000	2,970		
WAPELLO	D	14,300	14,130		
MISSOURI					
ADAIR	D	9,000	8,810		
PUTNAM	D	2,100	2,050		
SCHUYLER	D	1,700	1,670		
SULLIVAN	D	2,600	2,560		
632 PADUCAH-C.GIRARDEAU-HARRBG		348,500	342,720	98	.372
ILLINOIS					
ALEXANDER	D	4,200	4,080		
FRANKLIN	D	16,300	16,090		
GALLATIN	D	2,700	2,660		
HAMILTON	D	3,400	3,330		
HARDIN	D	2,100	2,080		
JACKSON	C	23,400	22,720		
JEFFERSON	D	14,500	14,310		
JOHNSON	D	3,800	3,730		
MASSAC	D	5,900	5,810		
PERRY	D	8,200	7,970		
POPE	D	1,600	1,570		
PULASKI	D	2,900	2,850		
SALINE	D	10,700	10,530		
UNION	D	6,800	6,680		
WILLIAMSON	C	23,200	22,890		
KENTUCKY					
BALLARD	D	3,100	3,070		
CALDWELL	D	5,200	5,100		
CALLOWAY	D	11,800	11,640		
CARLISLE	D	2,100	2,050		
CRITTENDEN	D	3,700	3,670		
FULTON	D	3,300	3,200		
GRAVES	D	13,400	13,240		
HICKMAN	D	2,100	2,040		
LIVINGSTON	D	3,600	3,570		
LYON	D	2,400	2,350		
MCCRACKEN	C	25,800	25,440		
MARSHALL	D	10,900	10,820		
MISSOURI					
BOLLINGER	D	4,000	3,900		
BUTLER	D	15,400	15,090		
CPE GIRARDEAU	C	23,700	23,410		
CARTER	D	2,200	2,140		
DUNKLIN	D	13,000	12,730		
MISSISSIPPI	D	5,400	5,300		
NEW MADRID	D	7,600	7,440		
REYNOLDS	D	2,500	2,410		
SCOTT	D	14,900	14,750		
STODDARD	D	11,400	11,210		
WAYNE	D	4,700	4,640		
TENNESSEE					
LAKE	D	2,400	2,350		
OBION	D	12,300	12,130		
WEAKLEY	D	11,900	11,730		
804 PALM SPRINGS		125,500	122,930	98	.134
CALIFORNIA					
RIVERSIDE-E	M A	125,500	122,930		
656 PANAMA CITY		89,200	87,680	98	.095
FLORIDA					
BAY	M C	51,000	50,410		
CALHOUN	D	3,900	3,810		
FRANKLIN	D	3,700	3,570		
GULF	D	4,500	4,400		
HOLMES	D	5,900	5,790		
LIBERTY	D	1,800	1,740		
WALTON	D	11,800	11,490		
WASHINGTON	D	6,600	6,470		
597 PARKERSBURG		60,200	59,400	99	.065
OHIO					
WASHINGTON	M C	23,600	23,230		
WEST VIRGINIA					
PLEASANTS	D	2,800	2,780		
WOOD	M C	33,800	33,390		
675 PEORIA-BLOOMINGTON		206,900	203,850	99	.221
ILLINOIS					
FULTON	D	14,700	14,550		
MCLEAN	M C	47,600	46,940		
MARSHALL	D	4,900	4,840		
MASON	D	6,200	6,150		
PEORIA	M B	70,300	69,130		
PUTNAM	D	2,200	2,170		
STARK	D	2,400	2,360		
TAZEWELL	M B	47,100	46,490		
WOODFORD	M B	11,500	11,220		
504 PHILADELPHIA		2,666,600	2,634,970	99	2.863
DELAWARE					
KENT	C	40,600	40,070		
NEW CASTLE	A	168,100	166,620		
NEW JERSEY					
ATLANTIC	B	87,000	86,020		
BURLINGTON	M A	139,800	138,840		
CAMDEN	M A	181,900	180,500		
CAPE MAY	B	38,800	38,340		
CUMBERLAND	A	47,400	46,830		
GLOUCESTER	M A	80,900	80,320		
MERCER	A	118,800	117,480		
SALEM	A	24,000	23,850		
PENNSYLVANIA					
BERKS	B	129,700	127,290		
BUCKS	M A	196,700	195,360		
CHESTER	M A	139,100	137,430		
DELAWARE	M A	203,100	201,500		
LEHIGH	B	114,700	113,240		
MONTGOMERY	M A	259,600	256,850		
NORTHAMPTON	B	93,100	91,630		
PHILADELPHIA	M A	603,300	592,800		
753 PHOENIX		1,067,800	1,043,850	98	1.134
ARIZONA					
COCONINO	C	31,400	29,180		
GILA	D	15,900	15,310		
GRAHAM	D	8,200	7,810		
GREENLEE	D	2,700	2,490		
LA PAZ	D	5,400	5,250		
MARICOPA	M A	849,500	835,910		
MOHAVE	C	39,100	38,020		
NAVAJO	C	22,700	20,410		
PINAL	C	40,800	39,730		
YAVAPAI	C	47,500	45,890		
APACHE-S	D	4,600	3,850		
508 PITTSBURGH		1,142,200	1,128,260	99	1.226
MARYLAND					
GARRETT	D	10,200	9,570		
PENNSYLVANIA					
ALLEGHENY	M A	538,300	532,650		
ARMSTRONG	C	28,200	27,920		
BEAVER	M A	71,500	70,710		
BUTLER	C	55,900	55,340		
CLARION	D	14,900	14,660		
FAYETTE	M A	55,600	55,080		
FOREST	D	1,900	1,850		
GREENE	D	14,500	14,150		
INDIANA	C	31,600	30,980		
LAWRENCE	C	36,100	35,650		
VENANGO	C	22,100	21,730		
WASHINGTON	M A	78,000	77,140		
WESTMORELAND	M A	143,700	142,190		
WEST VIRGINIA					
MONONGALIA	C	29,200	28,410		
PRESTON	D	10,500	10,230		
500 PORTLAND-AUBURN		349,000	344,210	99	.374
MAINE					
ANDROSCOGGIN	M C	40,800	40,350		
CUMBERLAND	M B	96,600	95,200		
FRANKLIN	D	11,000	10,810		
KENNEBEC	C	44,800	44,290		
KNOX	D	14,700	14,310		
LINCOLN	D	12,400	12,240		
OXFORD	C	20,500	20,100		
SAGADAHOC	D	13,000	12,830		
YORK	C	63,800	63,350		
NEW HAMPSHIRE					
CARROLL	D	15,100	14,700		
COOS	D	13,900	13,660		
VERMONT					
ESSEX	D	2,400	2,370		

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
820 PORTLAND, OR		869,400	845,320	97	.918
OREGON					
BAKER	D	6,000	5,500		
CLACKAMAS	M B	106,800	104,840		
CLATSOP	D	13,500	12,910		
COLUMBIA	D	14,100	13,440		
CROOK	D	5,600	5,420		
GILLIAM	D	700	680		
HARNEY	D	2,800	2,650		
HOOD RIVER	D	6,500	6,310		
JEFFERSON	D	4,900	4,750		
LINCOLN	D	16,900	15,770		
LINN	C	35,000	34,140		
MARION	M B	85,100	83,210		
MULTNOMAH	M B	243,800	237,020		
POLK	B	18,500	17,660		
SHERMAN	D	800	790		
TILLAMOOK	D	8,900	8,400		
UNION	D	9,000	8,490		
WASCO	D	8,600	8,260		
WASHINGTON	M B	123,800	121,940		
WHEELER	D	600	580		
YAMHILL	B	23,000	22,210		
WASHINGTON					
CLARK	M B	91,800	89,100		
COWLITZ	C	32,100	31,390		
KLICKITAT	D	6,200	5,810		
SKAMANIA	D	3,100	2,850		
WAHKIAKUM	D	1,300	1,200		
552 PRESQUE ISLE		31,200	30,720	98	.033
MAINE					
AROOSTOOK	M C	31,200	30,720		
521 PROVIDENCE-NEW BEDFORD		577,900	572,250	99	.622
MASSACHUSETTS					
BRISTOL	M B	189,900	188,270		
DUKES	D	5,200	5,010		
RHODE ISLAND					
BRISTOL	M B	17,800	17,670		
KENT	M B	63,000	62,620		
NEWPORT	C	33,000	32,700		
PROVIDENCE	M B	228,600	225,950		
WASHINGTON	B	40,400	40,030		
717 QUINCY-HANNIBAL-KEOKUK		110,900	109,340	99	.119
ILLINOIS					
ADAMS	M C	25,300	24,990		
BROWN	D	2,000	1,980		
HANCOCK	M D	8,300	8,210		
MCDONOUGH	D	12,100	11,870		
PIKE	D	7,000	6,890		
SCHUYLER	D	3,000	2,950		
SCOTT	D	2,200	2,170		
IOWA					
LEE	M D	14,700	14,520		
MISSOURI					
CLARK	M D	2,800	2,770		
KNOX	D	1,700	1,660		
LEWIS	M D	3,600	3,540		
MACON	D	6,100	6,000		
MARION	M D	10,700	10,530		
MONROE	D	3,400	3,370		
RALLS	D	3,200	3,180		
SCOTLAND	D	2,000	1,950		
SHELBY	D	2,800	2,760		
560 RALEIGH-DURHAM		725,200	714,250	98	.776
NORTH CAROLINA					
CHATHAM	D	15,600	15,430		
CUMBERLAND	B	92,700	91,470		
DURHAM	M B	74,600	73,210		
EDGECOMBE	C	20,600	20,200		
FRANKLIN	M B	14,000	13,790		
GRANVILLE	D	13,500	13,330		
HALIFAX	C	20,600	20,030		
HARNETT	C	25,900	25,540		
HOKE	D	7,600	7,490		
JOHNSTON	C	32,400	31,960		
LEE	D	16,000	15,810		
MOORE	C	24,700	24,350		
NASH-E	C	17,500	17,290		
NASH-W	C	12,100	11,940		
ORANGE	M B	37,400	36,580		
PERSON	D	11,600	11,380		
SAMPSON	D	17,600	17,390		
VANCE	D	14,400	14,170		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
560 RALEIGH-DURHAM (CONT'D)					
NORTH CAROLINA					
WAKE	M B	175,700	173,330		
WARREN	D	6,400	6,290		
WAYNE	C	37,500	37,020		
WILSON	C	25,500	25,140		
VIRGINIA					
MECKLENBURG	D	11,300	11,110		
764 RAPID CITY		84,400	82,590	98	.090
MONTANA					
CARTER	D	600	570		
POWDER RIVER	D	800	770		
NEBRASKA					
GARDEN	D	1,000	970		
GRANT	D	300	300		
MORRILL	D	2,100	2,070		
SHERIDAN	D	2,600	2,530		
SIOUX	D	600	600		
SOUTH DAKOTA					
BENNETT	D	1,100	1,070		
BUTTE	D	3,000	2,960		
CUSTER	D	2,400	2,310		
FALL RIVER	D	2,800	2,690		
HAAKON	D	900	870		
HARDING	D	600	570		
JACKSON	D	900	860		
LAWRENCE	M D	8,000	7,870		
MEADE	M D	7,200	7,090		
PENNINGTON	M C	31,600	31,200		
PERKINS	D	1,600	1,550		
SHANNON	D	2,200	2,110		
ZIEBACH	D	600	500		
WYOMING					
CROOK	D	1,900	1,840		
SHERIDAN	D	9,300	9,070		
WESTON	D	2,300	2,220		
811 RENO		194,200	188,530	97	.205
CALIFORNIA					
ALPINE	D	500	440		
EL DORADO-E	B	18,000	17,440		
LASSEN	D	9,100	8,690		
MONO	D	4,100	3,950		
NEVADA					
CHURCHILL	D	7,000	6,810		
DOUGLAS	D	11,100	10,910		
ESMERALDA	D	600	560		
HUMBOLDT	D	4,800	4,610		
LANDER	D	2,300	2,010		
LYON	D	8,100	7,840		
MINERAL	D	2,500	2,400		
PERSHING	D	1,700	1,670		
STOREY	D	1,000	980		
WASHOE	M B	107,000	104,190		
CARSON CITY	D	16,400	16,030		
556 RICHMOND-PETERSBURG		479,800	472,150	98	.513
VIRGINIA					
AMELIA	D	3,200	3,110		
AUGUSTA	C	37,500	36,680		
BRUNSWICK	D	5,500	5,410		
BUCKINGHAM	D	4,400	4,290		
CAROLINE	D	6,700	6,550		
CHARLES CITY	M B	2,200	2,140		
CHESTERFIELD	M B	84,200	83,610		
CUMBERLAND	D	2,800	2,650		
DINWIDDIE	M B	22,300	21,970		
ESSEX	D	3,300	3,230		
FLUVANNA	C	4,700	4,600		
GOOCHLAND	M B	5,100	4,970		
GREENSVILLE	D	5,100	4,980		
HANOVER	M B	23,900	23,600		
HENRICO	M B	92,500	91,260		
KING & QUEEN	D	2,400	2,340		
KING WILLIAM	D	3,900	3,840		
LANCASTER	D	4,600	4,500		
LOUISA	D	7,600	7,370		
LUNENBURG	D	4,400	4,320		
MADISON	D	4,200	4,010		
MIDDLESEX	D	3,600	3,490		
NELSON	D	4,900	4,740		
NEW KENT	M B	3,900	3,840		
NORTHUMBERLND	D	4,600	4,520		
NOTTOWAY	D	5,300	5,220		
ORANGE	D	8,200	8,070		
POWHATAN	M B	4,800	4,720		
PRINCE EDWARD	D	5,400	5,260		
PRINCE GEORGE	M B	17,400	17,250		
RICHMOND	D	2,700	2,640		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
556	RICHMOND-PETERSBURG (CONT'D)					
	VIRGINIA					
	SUSSEX	D	3,800	3,730		
	RICHMOND-IND	M B	84,700	83,240		
573	ROANOKE-LYNCHBURG		384,100	377,150	98	.410
	VIRGINIA					
	ALLEGHANY	D	9,700	9,490		
	AMHERST	M C	9,900	9,720		
	APPOMATTOX	D	4,600	4,500		
	BATH	D	1,800	1,750		
	BEDFORD	M D	20,500	20,240		
	BLAND	D	2,200	2,130		
	BOTETOURT	M B	9,400	9,170		
	CAMPBELL	M C	43,400	42,830		
	CARROLL	D	13,300	13,040		
	CHARLOTTE	D	4,300	4,210		
	CRAIG	D	1,700	1,660		
	FLOYD	D	4,800	4,660		
	FRANKLIN	D	15,000	14,430		
	GILES	D	6,400	6,300		
	HALIFAX	D	13,400	13,050		
	HENRY	C	28,900	28,490		
	HIGHLAND	D	1,100	1,060		
	MONTGOMERY	C	31,900	31,000		
	PITTSYLVANIA	C	42,300	41,670		
	PULASKI	D	13,400	13,110		
	ROANOKE	M B	80,800	79,960		
	ROCKBRIDGE	D	11,800	11,420		
	WYTHE	D	9,900	9,740		
	WEST VIRGINIA					
	POCAHONTAS	D	3,600	3,520		
538	ROCHESTER, NY		362,700	358,980	99	.390
	NEW YORK					
	LIVINGSTON	B	21,500	21,250		
	MONROE	M B	273,500	270,680		
	ONTARIO	B	35,300	34,910		
	WAYNE	B	32,400	32,140		
611	ROCHESTR-MASON CITY-AUSTIN		142,300	140,640	99	.153
	IOWA					
	CERRO GORDO	D	19,000	18,840		
	FLOYD	D	6,600	6,550		
	HANCOCK	D	4,800	4,760		
	HOWARD	D	3,800	3,740		
	KOSSUTH	D	7,100	7,020		
	MITCHELL	D	4,200	4,130		
	WINNEBAGO	D	4,600	4,580		
	WORTH	D	3,200	3,170		
	MINNESOTA					
	DODGE	D	5,600	5,530		
	FARIBAULT	D	6,600	6,530		
	FILLMORE	D	7,800	7,700		
	FREEBORN	D	12,900	12,820		
	MOWER	D	14,900	14,790		
	OLMSTED	C	41,200	40,480		
610	ROCKFORD		157,000	154,850	99	.168
	ILLINOIS					
	BOONE	M B	11,100	10,930		
	LEE	D	12,500	12,200		
	OGLE	D	17,200	17,010		
	STEPHENSON	D	18,900	18,760		
	WINNEBAGO	M B	97,300	95,950		
862	SACRAMNTO-STKTN-MODESTO		1,075,500	1,054,160	98	1.145
	CALIFORNIA					
	AMADOR	D	11,700	11,410		
	CALAVERAS	D	13,500	13,140		
	COLUSA	D	5,800	5,680		
	EL DORADO-W	M B	31,900	31,150		
	NEVADA	C	32,600	31,650		
	PLACER	M B	68,900	67,570		
	PLUMAS	D	8,400	8,000		
	SACRAMENTO	M B	417,700	410,010		
	SAN JOAQUIN	M B	164,300	161,080		
	SIERRA	D	1,400	1,370		
	SOLANO-E	A	68,900	67,950		
	STANISLAUS	M B	134,300	131,480		
	SUTTER	C	23,900	23,470		
	TUOLUMNE	D	19,100	18,780		
	YOLO	M B	52,800	51,660		
	YUBA	C	20,300	19,760		

DESIGNATED MARKET AREA STATE COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
576	SALISBURY		98,300	94,490	98	.103
	DELAWARE					
	SUSSEX	C	45,100	44,140		
	MARYLAND					
	SOMERSET	D	8,200	8,060		
	WICOMICO	C	28,500	28,160		
	WORCESTER	D	14,500	14,130		
770	SALT LAKE CITY		599,000	586,960	98	.638
	COLORADO					
	DOLORES	D	600	520		
	IDAHO					
	BEAR LAKE	D	1,900	1,840		
	CARIBOU	D	2,200	2,150		
	FRANKLIN	D	2,800	2,740		
	ONEIDA	D	1,200	1,180		
	NEVADA					
	ELKO	D	12,700	12,020		
	WHITE PINE	D	3,400	3,140		
	UTAH					
	BEAVER	D	1,600	1,570		
	BOX ELDER	D	11,200	11,080		
	CACHE	C	21,500	20,930		
	CARBON	D	6,700	6,570		
	DAGGETT	D	300	290		
	DAVIS	M B	55,800	55,330		
	DUCHESNE	D	3,600	3,520		
	EMERY	D	2,900	2,860		
	GARFIELD	D	1,300	1,240		
	GRAND	D	2,400	2,150		
	IRON	D	6,300	6,140		
	JUAB	D	1,800	1,750		
	KANE	D	1,800	1,620		
	MILLARD	D	3,300	3,250		
	MORGAN	M D	1,600	1,570		
	PIUTE	D	500	490		
	RICH	D	500	470		
	SALT LAKE	M B	246,000	242,410		
	SAN JUAN	D	3,400	2,950		
	SANPETE	D	4,900	4,820		
	SEVIER	D	4,900	4,840		
	SUMMIT	D	5,500	5,310		
	TOOELE	M D	8,600	8,450		
	UINTAH	D	6,500	6,430		
	UTAH	M C	71,700	69,790		
	WASATCH	D	3,200	3,140		
	WASHINGTON	D	16,400	15,690		
	WAYNE	D	700	690		
	WEBER	M B	53,800	53,100		
	WYOMING					
	SUBLETTE	D	1,700	1,650		
	SWEETWATER	D	13,200	12,970		
	TETON	D	4,800	4,580		
	UINTA	D	5,800	5,720		
661	SAN ANGELO		47,800	46,780	98	.051
	TEXAS					
	COKE	D	1,400	1,370		
	CONCHO	D	1,000	980		
	CROCKETT	D	1,400	1,360		
	IRION	D	600	590		
	MCCULLOCH	D	3,500	3,380		
	MENARD	D	900	840		
	SCHLEICHER	D	1,000	970		
	STERLING	D	500	490		
	SUTTON	D	1,400	1,340		
	TOM GREEN	C	36,100	35,460		
641	SAN ANTONIO		602,500	589,700	98	.641
	TEXAS					
	ATASCOSA	D	10,200	9,950		
	BANDERA	D	4,400	4,290		
	BEXAR	M B	424,200	416,560		
	COMAL	M B	20,200	19,960		
	DE WITT	D	7,100	6,980		
	DIMMIT	D	3,000	2,790		
	EDWARDS	D	800	770		
	FRIO	D	4,100	4,000		
	GILLESPIE	D	6,900	6,680		
	GOLIAD	D	2,300	2,230		
	GONZALES	D	6,200	6,060		
	GUADALUPE	M B	23,700	23,160		
	KARNES	D	4,300	4,210		
	KENDALL	D	5,600	5,450		
	KERR	D	14,600	14,190		
	KINNEY	D	1,200	1,140		
	LA SALLE	D	1,700	1,620		
	LAVACA	D	7,200	6,870		
	LIVE OAK	D	3,500	3,420		
	MCMULLEN	D	300	290		

M Metro county of DMA market
NM Metro county of non-DMA market

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
641 SAN ANTONIO (CONT'D)					
TEXAS					
MAVERICK	D	10,100	9,540		
MEDINA	D	9,300	9,160		
REAL	D	900	760		
UVALDE	D	7,600	7,290		
VAL VERDE	D	11,900	11,480		
WILSON	D	7,800	7,610		
ZAVALA	D	3,400	3,240		
825 SAN DIEGO		935,400	914,350	98	.993
CALIFORNIA					
SAN DIEGO	M A	935,400	914,350		
807 SAN FRANCISCO-OAK-SAN JOSE		2,282,300	2,215,470	97	2.407
CALIFORNIA					
ALAMEDA	M A	488,100	474,340		
CONTRA COSTA	M A	313,000	307,760		
LAKE	C	21,800	21,110		
MARIN	M A	95,900	91,510		
MENDOCINO	C	31,200	28,600		
NAPA	A	42,700	41,770		
SAN FRANCISCO	M A	304,100	287,470		
SAN MATEO	M A	246,500	242,310		
SANTA CLARA	A	528,800	517,060		
SOLANO-W	A	53,500	52,900		
SONOMA	A	156,700	150,640		
855 SANTABARBRA-SANMAR-SANLUOB		217,100	209,440	96	.228
CALIFORNIA					
SAN LUIS OBPO	C	84,900	82,630		
SANTA BARBARA	B	132,200	126,810		
507 SAVANNAH		235,100	230,630	98	.251
GEORGIA					
APPLING	D	5,900	5,740		
BACON	D	3,500	3,420		
BRYAN	D	5,500	5,410		
BULLOCH	D	15,300	14,990		
CANDLER	D	2,900	2,840		
CHATHAM	M B	82,500	81,350		
EFFINGHAM	M B	9,200	9,000		
EVANS	D	3,200	3,140		
JEFF DAVIS	D	4,400	4,310		
LIBERTY	D	15,900	15,570		
LONG	D	2,200	2,160		
MC INTOSH	D	3,300	3,220		
MONTGOMERY	D	2,500	2,430		
PIERCE	D	4,900	4,780		
SCREVEN	D	5,000	4,920		
TATTNALL	D	5,800	5,690		
TOOMBS	D	8,900	8,610		
TREUTLEN	D	2,200	2,070		
WAYNE	D	8,100	7,900		
SOUTH CAROLINA					
BEAUFORT	C	32,100	31,570		
HAMPTON	D	6,400	6,270		
JASPER	M D	5,400	5,240		
819 SEATTLE-TACOMA		1,410,700	1,369,620	97	1.488
WASHINGTON					
CHELAN	C	21,000	20,140		
CLALLAM	C	23,400	22,240		
GRAYS HARBOR	C	25,600	24,320		
ISLAND	C	22,900	22,450		
JEFFERSON	D	8,900	8,380		
KING	M A	636,100	616,830		
KITSAP	C	72,900	71,580		
LEWIS	C	22,800	21,590		
MASON	D	15,100	14,550		
PACIFIC	D	8,000	7,700		
PIERCE	M A	221,600	217,210		
SAN JUAN	D	4,600	4,390		
SKAGIT	C	31,500	30,220		
SNOHOMISH	M A	181,300	176,750		
THURSTON	C	64,900	63,210		
WHATCOM	C	50,100	48,060		
612 SHREVEPORT		369,900	362,850	98	.394
ARKANSAS					
COLUMBIA	D	9,600	9,370		
HEMPSTEAD	D	8,100	7,940		
HOWARD	D	4,900	4,780		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
612 SHREVEPORT (CONT'D)					
ARKANSAS					
LAFAYETTE	D	3,500	3,410		
LITTLE RIVER	M D	5,200	5,060		
MILLER	M C	14,300	14,020		
SEVIER	D	5,100	4,920		
LOUISIANA					
BIENVILLE	D	5,800	5,660		
BOSSIER	M B	30,800	30,390		
CADDO	M B	92,500	91,210		
CLAIBORNE	D	6,100	5,950		
DE SOTO	D	9,000	8,750		
NATCHITOCHES	D	12,400	12,020		
RED RIVER	D	3,300	3,230		
SABINE	D	8,200	7,920		
WEBSTER	M D	15,800	15,490		
OKLAHOMA					
MCCURTAIN	D	12,200	11,820		
TEXAS					
BOWIE	M C	30,800	30,380		
CAMP	D	3,800	3,690		
CASS	D	11,300	11,130		
HARRISON	C	20,900	20,500		
MARION	D	4,000	3,950		
MORRIS	D	4,900	4,780		
PANOLA	D	8,300	8,090		
RED RIVER	D	5,600	5,510		
RUSK	D	16,400	16,090		
SHELBY	D	8,500	8,310		
TITUS	D	8,600	8,480		
624 SIOUX CITY		149,100	147,440	99	.160
IOWA					
BUENA VISTA	D	7,400	7,340		
CHEROKEE	D	5,400	5,370		
CLAY	D	6,900	6,850		
DICKINSON	D	6,200	6,160		
IDA	D	3,200	3,180		
MONONA	D	4,000	3,960		
OBRIEN	D	5,900	5,870		
PALO ALTO	D	4,100	4,050		
PLYMOUTH	D	8,400	8,340		
SAC	D	4,800	4,760		
SIOUX	D	9,900	9,570		
WOODBURY	M C	37,000	36,640		
NEBRASKA					
ANTELOPE	D	3,000	2,930		
CEDAR	D	3,600	3,570		
DAKOTA	M C	6,000	5,960		
DIXON	D	2,300	2,290		
KNOX	D	3,700	3,650		
MADISON	D	12,400	12,240		
PIERCE	D	2,900	2,880		
STANTON	D	2,200	2,150		
THURSTON	D	2,300	2,270		
WAYNE	D	3,300	3,270		
WHEELER	D	300	290		
SOUTH DAKOTA					
UNION	D	3,900	3,850		
725 SIOUX FALLS(MITCHELL)		219,400	216,000	98	.235
IOWA					
LYON	D	4,200	3,960		
OSCEOLA	D	2,800	2,740		
MINNESOTA					
LINCOLN	D	2,600	2,580		
MURRAY	D	3,700	3,670		
NOBLES	D	7,600	7,510		
PIPESTONE	D	4,100	4,010		
ROCK	D	3,700	3,640		
NEBRASKA					
CHERRY	D	2,400	2,320		
SOUTH DAKOTA					
AURORA	D	1,100	1,080		
BEADLE	D	7,300	7,210		
BON HOMME	D	2,600	2,560		
BROOKINGS	D	8,900	8,720		
BROWN	D	13,900	13,700		
BRULE	D	2,000	1,980		
BUFFALO	D	500	480		
CHARLES MIX	D	3,200	3,150		
CLARK	D	1,700	1,660		
CLAY	D	4,400	4,340		
CODINGTON	D	8,800	8,720		
DAVISON	D	6,900	6,800		
DAY	D	2,700	2,660		
DEUEL	D	1,800	1,750		
DOUGLAS	D	1,300	1,260		
EDMUNDS	D	1,700	1,680		
FAULK	D	1,000	990		
GRANT	D	3,100	3,050		
GREGORY	D	2,100	2,080		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
725 SIOUX FALLS(MITCHELL) (CONT'D)						
SOUTH DAKOTA						
HAMLIN		D	1,800	1,750		
HAND		D	1,600	1,580		
HANSON		D	1,100	1,090		
HUGHES		D	5,900	5,850		
HUTCHINSON		D	3,200	3,150		
HYDE		D	700	690		
JERAULD		D	1,000	990		
JONES		D	500	490		
KINGSBURY		D	2,300	2,280		
LAKE		D	4,000	3,930		
LINCOLN		D	5,500	5,450		
LYMAN		D	1,300	1,280		
MCCOOK		D	2,100	2,070		
MCPHERSON		D	1,300	1,250		
MARSHALL		D	1,900	1,840		
MELLETTE		D	700	680		
MINER		D	1,300	1,290		
MINNEHAHA		C	48,900	48,350		
MOODY		D	2,400	2,390		
POTTER		D	1,300	1,290		
ROBERTS		D	3,600	3,520		
SANBORN		D	1,100	1,090		
SPINK		D	3,000	2,970		
STANLEY		D	900	880		
SULLY		D	600	590		
TODD		D	2,300	2,220		
TRIPP		D	2,600	2,560		
TURNER		D	3,300	3,210		
YANKTON		D	7,100	6,970		
588 SOUTH BEND-ELKHART			299,400	294,660	98	.320
INDIANA						
ELKHART	M	C	57,900	56,530		
FULTON		D	7,300	7,230		
KOSCIUSKO		C	23,800	23,380		
LAGRANGE		D	9,400	8,870		
MARSHALL		D	15,400	15,070		
PULASKI		D	4,700	4,630		
ST JOSEPH	M	B	93,100	92,290		
STARKE		D	8,200	8,080		
MICHIGAN						
BERRIEN		C	61,200	60,350		
CASS		D	18,400	18,230		
881 SPOKANE			329,700	319,170	97	.347
IDAHO						
BENEWAH		D	2,900	2,800		
BONNER		D	10,300	9,740		
BOUNDARY		D	2,900	2,660		
CLEARWATER		D	3,100	2,910		
IDAHO		D	5,100	4,770		
KOOTENAI	M	C	27,300	26,720		
LATAH		D	11,300	10,720		
LEWIS		D	1,400	1,350		
NEZ PERCE		D	13,700	13,340		
SHOSHONE		D	5,400	5,140		
MONTANA						
LINCOLN		D	6,700	6,310		
SANDERS		D	3,400	3,280		
OREGON						
WALLOWA		D	2,800	2,680		
WASHINGTON						
ADAMS		D	4,600	4,490		
ASOTIN		D	7,000	6,850		
COLUMBIA		D	1,600	1,550		
DOUGLAS		D	9,900	9,730		
FERRY		D	2,300	2,120		
GARFIELD		D	900	860		
GRANT		D	19,900	19,270		
LINCOLN		D	3,600	3,540		
OKANOGAN		D	12,800	12,170		
PEND OREILLE		D	3,400	3,230		
SPOKANE	M	B	142,600	139,860		
STEVENS		D	11,400	10,550		
WHITMAN		D	13,400	12,530		
543 SPRINGFIELD-HOLYOKE			251,800	247,340	98	.269
MASSACHUSETTS						
FRANKLIN		C	28,400	27,350		
HAMPDEN	M	B	172,600	170,680		
HAMPSHIRE	M	B	50,800	49,310		

DESIGNATED MARKET AREA / STATE / COUNTY		COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
619 SPRINGFIELD, MO			320,900	313,400	98	.341
ARKANSAS						
BAXTER		D	13,800	13,470		
BOONE		D	11,300	10,990		
CARROLL		D	7,700	7,450		
FULTON		D	4,000	3,830		
MARION		D	5,100	5,030		
NEWTON		D	2,800	2,620		
MISSOURI						
BARRY		D	11,100	10,890		
BENTON		D	5,900	5,790		
CAMDEN		D	11,800	11,540		
CEDAR		D	5,000	4,860		
CHRISTIAN	M	B	12,700	12,350		
DADE		D	3,000	2,960		
DALLAS	M	D	5,000	4,840		
DENT		D	5,300	5,170		
DOUGLAS		D	4,700	4,380		
GREENE	M	B	83,000	81,650		
HICKORY		D	3,300	3,250		
HOWELL		D	12,500	12,220		
LACLEDE		D	10,600	10,290		
LAWRENCE		D	11,900	11,700		
OREGON		D	3,800	3,680		
OZARK		D	3,500	3,410		
PHELPS		D	13,500	13,080		
POLK	M	D	8,300	8,130		
PULASKI		D	12,200	12,090		
ST CLAIR		D	3,500	3,410		
SHANNON		D	3,000	2,790		
STONE		D	8,200	8,080		
TANEY		D	10,600	10,360		
TEXAS		D	8,500	8,170		
WEBSTER	M	D	8,700	8,540		
WRIGHT		D	6,600	6,380		
638 ST. JOSEPH			58,400	57,730	99	.063
KANSAS						
DONIPHAN	M	D	3,000	2,990		
MISSOURI						
ANDREW	M	D	5,500	5,470		
BUCHANAN	M	C	32,300	31,940		
DE KALB	M	D	3,100	3,060		
HARRISON		D	3,500	3,440		
HOLT	M	D	2,400	2,370		
NODAWAY		D	7,600	7,470		
WORTH		D	1,000	990		
609 ST. LOUIS			1,109,500	1,093,750	99	1.188
ILLINOIS						
BOND		D	5,600	5,490		
CALHOUN		D	2,000	1,980		
CLINTON	M	A	11,700	11,630		
FAYETTE		D	7,600	7,400		
GREENE		D	5,900	5,760		
JERSEY		A	7,400	7,290		
MACOUPIN		D	18,100	18,010		
MADISON	M	A	95,500	94,350		
MARION		D	16,100	15,920		
MONROE	M	A	8,400	8,320		
MONTGOMERY		D	11,500	11,260		
RANDOLPH		D	11,900	11,710		
ST CLAIR	M	A	95,400	94,030		
WASHINGTON		D	5,700	5,590		
MISSOURI						
CRAWFORD		D	7,500	7,370		
FRANKLIN	M	A	29,400	28,920		
GASCONADE		D	5,600	5,510		
IRON		D	4,000	3,950		
JEFFERSON	M	A	61,200	60,520		
LINCOLN		D	10,800	10,650		
MADISON		D	4,400	4,200		
MONTGOMERY		D	4,400	4,340		
PERRY		D	6,100	6,030		
PIKE		D	6,100	6,000		
ST CHARLES	M	A	80,400	79,710		
ST FRANCOIS		D	18,300	18,100		
ST LOUIS	M	A	386,600	380,990		
STE GENEVIEVE		D	5,900	5,810		
WARREN		D	7,400	7,250		
WASHINGTON		D	7,100	6,970		
ST LOUIS-IND	M	A	161,500	158,690		
555 SYRACUSE			385,100	378,620	98	.411
NEW YORK						
CAYUGA		C	29,300	28,860		
CORTLAND		D	17,300	17,050		
MADISON	M	B	23,800	23,470		
ONONDAGA	M	B	178,500	176,800		
OSWEGO	M	B	43,100	42,730		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
555 SYRACUSE (CONT'D)					
NEW YORK					
SENECA	D	12,300	12,170		
TOMPKINS	C	33,800	31,080		
YATES	D	8,500	8,380		
ONEIDA-W	B	38,500	38,080		
530 TALLAHASSEE-THOMASVILLE		198,100	193,510	98	.210
FLORIDA					
GADSDEN	M B	13,600	13,320		
HAMILTON	D	3,600	3,490		
JEFFERSON	D	4,100	4,030		
LAFAYETTE	D	1,800	1,720		
LEON	M B	78,000	75,930		
MADISON	D	5,600	5,450		
SUWANNEE	D	10,300	9,940		
TAYLOR	D	6,500	6,320		
WAKULLA	M D	5,400	5,260		
GEORGIA					
BROOKS	D	5,400	5,340		
DECATUR	D	9,000	8,870		
ECHOLS	D	800	780		
GRADY	D	7,400	7,280		
LOWNDES	C	26,700	26,280		
MILLER	D	2,300	2,250		
SEMINOLE	D	3,100	3,040		
THOMAS	M D	14,500	14,210		
539 TAMPA-ST. PETE,SARASOTA		1,383,800	1,365,800	99	1.484
FLORIDA					
CITRUS	C	43,400	42,560		
DE SOTO	D	8,500	8,380		
HARDEE	D	6,400	6,300		
HERNANDO	M A	45,900	45,170		
HIGHLANDS	C	31,200	30,710		
HILLSBOROUGH	M A	341,900	337,460		
MANATEE	B	94,700	93,600		
PASCO	M A	127,800	126,330		
PINELLAS	M A	392,100	387,550		
POLK	B	161,600	159,220		
SARASOTA	B	130,300	128,520		
581 TERRE HAUTE		151,500	149,070	98	.162
ILLINOIS					
CLARK	D	6,400	6,320		
CRAWFORD	D	7,700	7,630		
CUMBERLAND	D	4,000	3,920		
EDGAR	D	7,700	7,600		
JASPER	D	3,900	3,870		
LAWRENCE	D	6,200	6,100		
RICHLAND	D	6,400	6,260		
INDIANA					
CLAY	M C	9,400	9,260		
DAVIESS	D	10,000	9,680		
GREENE	D	11,900	11,720		
KNOX	D	15,000	14,790		
MARTIN	D	3,900	3,760		
PARKE	D	5,800	5,720		
SULLIVAN	M D	7,200	7,150		
VERMILLION	M D	6,600	6,520		
VIGO	M C	39,400	38,770		
547 TOLEDO		405,400	401,030	99	.436
MICHIGAN					
LENAWEE	[illegible]	32,000	31,680		
OHIO					
DEFIANCE	D	14,100	13,950		
FULTON	M B	13,700	13,510		
HANCOCK	C	24,800	24,510		
HENRY	D	10,400	10,310		
LUCAS	M B	177,800	175,860		
OTTAWA	M D	15,200	15,110		
PUTNAM	D	11,200	11,110		
SANDUSKY	C	22,500	22,310		
SENECA	C	21,300	21,020		
WILLIAMS	D	14,000	13,830		
WOOD	M B	40,200	39,710		
WYANDOT	D	8,200	8,120		
605 TOPEKA		155,100	152,440	98	.166
KANSAS					
CLAY	D	3,600	3,550		
COFFEY	D	3,300	3,210		
GEARY	D	10,500	10,290		
JACKSON	M D	4,300	4,250		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
605 TOPEKA (CONT'D)					
KANSAS					
JEFFERSON	D	5,900	5,800		
LYON	D	13,100	12,700		
MARSHALL	D	4,600	4,540		
MORRIS	D	2,600	2,530		
NEMAHA	D	4,000	3,900		
OSAGE	M D	5,900	5,830		
POTTAWATOMIE	M D	6,000	5,940		
RILEY	C	21,400	20,850		
SHAWNEE	M C	64,700	63,940		
WABAUNSEE	M D	2,400	2,350		
WASHINGTON	D	2,800	2,760		
540 TRAVERSE CITY-CADILLAC		170,500	168,010	99	.183
MICHIGAN					
ANTRIM	M D	7,200	7,010		
BENZIE	M D	4,900	4,760		
CHARLEVOIX	M D	8,500	8,430		
CHEBOYGAN	M D	8,300	8,140		
CHIPPEWA	D	11,900	11,730		
CRAWFORD	D	4,600	4,500		
EMMET	M D	9,800	9,640		
GR TRAVERSE	M C	24,900	24,630		
KALKASKA	M D	5,100	5,030		
LAKE	D	3,600	3,530		
LEELANAU	M D	6,500	6,430		
LUCE	D	2,100	2,080		
MACKINAC	D	4,300	4,190		
MANISTEE	M D	8,600	8,500		
MASON	D	10,000	9,770		
MISSAUKEE	D	4,500	4,430		
MONTMORENCY	D	3,700	3,650		
OSCEOLA	D	7,500	7,420		
OSCODA	D	3,300	3,240		
OTSEGO	M D	6,800	6,720		
PRESQUE ISLE	D	5,400	5,320		
ROSCOMMON	D	8,900	8,800		
WEXFORD	M D	10,100	10,010		
531 TRI-CITIES, TN-VA		285,700	280,240	98	.304
KENTUCKY					
LESLIE	D	4,700	4,500		
LETCHER	D	9,600	9,380		
NORTH CAROLINA					
AVERY	D	5,600	5,460		
TENNESSEE					
CARTER	M B	20,300	20,060		
GREENE	M C	21,600	21,150		
HANCOCK	D	2,500	2,410		
HAWKINS	M B	17,300	16,870		
JOHNSON	D	5,400	5,250		
SULLIVAN	M B	57,100	56,400		
UNICOI	M B	6,600	6,420		
WASHINGTON	M B	36,100	35,410		
VIRGINIA					
BUCHANAN	D	10,700	10,460		
DICKENSON	D	6,300	6,190		
LEE	D	9,200	8,990		
RUSSELL	D	10,500	10,250		
SCOTT	M B	8,900	8,710		
SMYTH	D	12,200	12,050		
WASHINGTON	M B	25,100	24,610		
WISE	D	16,000	15,670		
789 TUCSON(NOGALES)		317,300	309,810	98	.337
ARIZONA					
COCHISE	C	35,600	34,510		
PIMA	M B	272,400	266,330		
SANTA CRUZ	D	9,300	8,970		
671 TULSA		447,800	439,830	98	.478
KANSAS					
CHAUTAUQUA	D	1,800	1,760		
MONTGOMERY	D	15,500	15,110		
OKLAHOMA					
ADAIR	D	6,400	6,170		
CHEROKEE	D	12,900	12,670		
CRAIG	D	5,200	5,110		
CREEK	M B	22,300	21,750		
DELAWARE	D	11,300	10,870		
HASKELL	D	4,300	4,210		
LATIMER	D	3,800	3,710		
MCINTOSH	D	6,800	6,720		
MAYES	M D	12,700	12,490		
MUSKOGEE	C	25,100	24,660		
NOWATA	D	3,900	3,840		
OKFUSKEE	D	4,100	3,900		

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENETRATION	% OF U.S. TV HOUSEHOLDS
671 TULSA (CONT'D)					
OKLAHOMA					
OKMULGEE	D	13,800	13,330		
OSAGE	M B	15,100	14,740		
PAWNEE	D	5,900	5,840		
PITTSBURG	D	15,800	15,510		
ROGERS	M B	20,200	19,910		
TULSA	M B	204,800	201,970		
WAGONER	M B	17,200	16,900		
WASHINGTON	D	18,900	18,660		
620 TUSCALOOSA		56,300	55,320	98	.060
ALABAMA					
TUSCALOOSA	C	56,300	55,320		
760 TWIN FALLS		30,500	29,830	98	.032
IDAHO					
GOODING	D	4,200	4,120		
JEROME	D	5,300	5,200		
LINCOLN	D	1,200	1,170		
TWIN FALLS	D	19,800	19,340		
709 TYLER		184,300	180,730	98	.196
TEXAS					
ANGELINA	C	25,200	24,650		
CHEROKEE	M D	15,100	14,720		
FRANKLIN	D	3,000	2,830		
GREGG	C	40,100	39,510		
HOUSTON	D	7,800	7,540		
NACOGDOCHES	C	20,500	20,070		
SAN AUGUSTINE	D	3,000	2,910		
SMITH	M C	58,200	57,300		
UPSHUR	D	11,400	11,200		
526 UTICA		101,000	99,670	99	.108
NEW YORK					
HERKIMER	B	25,000	24,750		
OTSEGO	C	22,000	21,570		
ONEIDA-E	B	54,000	53,350		
626 VICTORIA		26,200	25,580	98	.028
TEXAS					
VICTORIA	M C	26,200	25,580		
625 WACO-TEMPLE		252,800	248,210	98	.270
TEXAS					
BELL	M C	69,100	68,240		
BRAZOS	C	44,700	43,560		
BURLESON	D	5,100	4,940		
CORYELL	M C	17,400	17,200		
FALLS	M D	6,400	6,200		
HAMILTON	D	3,200	3,110		
LAMPASAS	D	5,100	4,970		
LEON	D	5,000	4,790		
LIMESTONE	D	7,800	7,690		
MCLENNAN	M C	70,900	69,870		
MILAM	D	8,500	8,250		
MILLS	D	1,800	1,750		
ROBERTSON	D	5,700	5,590		
SAN SABA	D	2,100	2,050		
511 WASHINGTON, DC		1,846,500	1,819,900	99	1.977
DIST. OF COL.					
DIS OF COL	M A	247,500	241,460		
MARYLAND					
ALLEGANY	C	29,500	28,980		
CALVERT	M A	18,100	17,720		
CHARLES	M A	34,800	34,360		
FREDERICK	M A	55,000	54,280		
MONTGOMERY	M A	298,500	295,130		
PRINCE GEORGE	M A	262,800	260,360		
ST MARYS	C	26,600	26,170		
WASHINGTON	C	45,500	44,660		
PENNSYLVANIA					
FRANKLIN	C	46,300	45,160		
FULTON	D	5,200	5,090		
VIRGINIA					
ARLINGTON	M A	132,100	129,330		
CLARKE	D	4,400	4,350		
CULPEPER	D	10,100	9,760		
FAIRFAX	M A	318,900	316,410		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENETRATION	% OF U.S. TV HOUSEHOLDS
511 WASHINGTON, DC (CONT'D)					
VIRGINIA					
FAUQUIER	D	17,400	17,160		
FREDERICK	C	26,600	26,280		
KING GEORGE	D	4,900	4,860		
LOUDOUN	M A	32,400	32,080		
PRINCE WM	M A	87,000	86,270		
RAPPAHANNOCK	D	2,600	2,550		
SHENANDOAH	D	12,800	12,540		
SPOTSYLVANIA	C	28,000	27,400		
STAFFORD	M A	20,800	20,480		
WARREN	D	10,300	10,200		
WESTMORELAND	D	6,200	6,100		
WEST VIRGINIA					
BERKELEY	C	23,200	22,890		
HAMPSHIRE	D	6,300	6,070		
HARDY	D	4,400	4,290		
JEFFERSON	D	13,400	13,170		
MINERAL	C	10,000	9,590		
MORGAN	D	4,900	4,750		
549 WATERTOWN		74,600	73,750	99	.080
NEW YORK					
JEFFERSON	M C	40,400	40,090		
LEWIS	D	9,500	9,350		
ST LAWRENCE-W	C	24,700	24,310		
705 WAUSAU-RHINELANDER		163,000	161,060	99	.175
WISCONSIN					
ADAMS	D	6,100	6,040		
CLARK	D	11,200	10,980		
FOREST	D	3,300	3,270		
LANGLADE	D	7,600	7,450		
LINCOLN	D	10,300	10,230		
MARATHON	C	42,000	41,680		
ONEIDA	D	12,800	12,610		
PORTAGE	C	21,700	21,380		
PRICE	D	6,100	5,970		
TAYLOR	D	6,700	6,550		
VILAS	D	7,500	7,380		
WOOD	C	27,700	27,520		
548 WEST PALM BEACH-FT. PIERCE		552,400	543,620	98	.591
FLORIDA					
INDIAN RIVER	C	40,100	39,380		
MARTIN	M B	45,800	45,080		
OKEECHOBEE	D	10,700	10,440		
PALM BEACH	M B	393,800	387,740		
ST LUCIE	M B	62,000	60,980		
554 WHEELING-STEUBENVILLE		157,500	155,730	99	.169
OHIO					
BELMONT	M C	27,700	27,460		
GUERNSEY	D	14,800	14,630		
HARRISON	D	6,000	5,930		
JEFFERSON	M C	30,900	30,560		
MONROE	D	5,700	5,600		
NOBLE	D	4,100	3,970		
WEST VIRGINIA					
BROOKE	M C	9,900	9,800		
HANCOCK	M C	13,600	13,470		
MARSHALL	M C	13,900	13,780		
OHIO	M C	20,200	19,990		
TYLER	D	3,600	3,560		
WETZEL	D	7,100	6,980		
627 WICHITA FALLS & LAWTON		151,100	148,640	98	.161
OKLAHOMA					
COMANCHE	M C	37,400	36,790		
COTTON	M D	2,600	2,570		
JACKSON	D	10,300	9,990		
JEFFERSON	D	2,800	2,720		
STEPHENS	D	16,600	16,230		
TILLMAN	M D	3,900	3,840		
TEXAS					
ARCHER	M D	3,000	2,970		
BAYLOR	M D	1,900	1,870		
CLAY	M D	3,800	3,750		
FOARD	D	700	690		
HARDEMAN	D	2,000	1,970		
KING	D	100	100		
KNOX	D	1,800	1,760		
MONTAGUE	D	6,700	6,590		
WICHITA	M C	45,000	44,480		
WILBARGER	M D	5,600	5,500		
YOUNG	D	6,900	6,820		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
678 WICHITA-HUTCHINSON PLUS		424,600	417,500	98	.454
KANSAS					
BARBER	D	2,300	2,270		
BARTON	D	11,200	11,130		
BUTLER	M B	19,000	18,690		
CHASE	D	1,200	1,160		
CHEYENNE	D	1,400	1,380		
CLARK	D	1,000	970		
COMANCHE	D	900	870		
COWLEY	D	14,100	13,850		
DECATUR	D	1,600	1,580		
DICKINSON	D	7,500	7,410		
EDWARDS	D	1,600	1,580		
ELK	D	1,400	1,310		
ELLIS	D	10,000	9,870		
ELLSWORTH	D	2,500	2,480		
FINNEY	D	11,200	11,050		
FORD	D	9,900	9,760		
GOVE	D	1,300	1,230		
GRAHAM	D	1,400	1,390		
GRANT	D	2,400	2,330		
GRAY	D	2,000	1,930		
GREELEY	D	700	690		
GREENWOOD	D	3,200	3,110		
HAMILTON	D	1,000	990		
HARPER	D	2,900	2,860		
HARVEY	M B	11,600	11,350		
HASKELL	D	1,400	1,370		
HODGEMAN	D	800	790		
KEARNY	D	1,400	1,370		
KINGMAN	D	3,100	3,080		
KIOWA	D	1,400	1,370		
LANE	D	1,000	980		
LINCOLN	D	1,500	1,470		
LOGAN	D	1,200	1,160		
MCPHERSON	D	10,200	9,440		
MARION	D	4,900	4,780		
MEADE	D	1,600	1,590		
MITCHELL	D	2,800	2,760		
NESS	D	1,600	1,580		
NORTON	D	2,200	2,200		
OSBORNE	D	2,000	1,960		
OTTAWA	D	2,300	2,270		
PAWNEE	D	2,900	2,870		
PRATT	D	3,900	3,850		
RAWLINS	D	1,400	1,380		
RENO	M C	24,100	23,670		
RICE	D	4,100	4,060		
ROOKS	D	2,400	2,380		
RUSH	D	1,500	1,470		
RUSSELL	D	3,300	3,280		
SALINE	D	20,000	19,750		
SCOTT	D	2,000	1,970		
SEDGWICK	M B	160,200	157,970		
SEWARD	D	6,600	6,470		
SHERIDAN	D	1,200	1,180		
SHERMAN	D	2,600	2,570		
STAFFORD	D	2,100	2,060		
STANTON	D	800	780		
STEVENS	D	1,900	1,860		
SUMNER	D	9,800	9,690		
THOMAS	D	3,100	3,040		
TREGO	D	1,500	1,470		
WALLACE	D	700	680		
WICHITA	D	1,000	950		
NEBRASKA					
DUNDY	D	1,100	1,060		
HITCHCOCK	D	1,500	1,480		
OKLAHOMA					
BEAVER	D	2,200	2,150		
577 WILKES BARRE-SCRANTON		550,400	542,120	98	.589
PENNSYLVANIA					
BRADFORD	C	22,600	22,030		
CARBON	B	22,400	22,210		
CLINTON	D	13,800	13,640		
COLUMBIA	M B	23,600	23,350		
LACKAWANNA	M B	84,400	83,750		
LUZERNE	M B	128,400	127,140		
LYCOMING	C	45,400	44,400		
MONROE	M B	36,400	35,920		
MONTOUR	D	6,600	6,490		
NORTHUMBERLND	C	38,700	38,080		
SCHUYLKILL	C	60,400	59,420		
SNYDER	D	13,000	12,540		
SULLIVAN	D	2,300	2,240		
SUSQUEHANNA	D	15,200	14,930		
UNION	D	11,900	11,370		
WAYNE	D	15,100	14,640		
WYOMING	M B	10,200	9,970		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
550 WILMINGTON		148,100	145,420	98	.158
NORTH CAROLINA					
BLADEN	D	10,800	10,580		
BRUNSWICK	M C	21,100	20,620		
COLUMBUS	M D	18,500	18,120		
NEW HANOVER	M C	49,300	48,600		
PENDER	M D	11,700	11,410		
ROBESON	C	36,700	36,090		
810 YAKIMA-PASCO-RCHLND-KNWCK		174,400	169,690	97	.184
OREGON					
MORROW	D	2,700	2,590		
UMATILLA	C	22,000	20,970		
WASHINGTON					
BENTON	C	42,600	41,780		
FRANKLIN	C	12,200	11,890		
KITTITAS	D	10,600	10,100		
WALLA WALLA	D	17,500	16,870		
YAKIMA	M C	66,800	65,490		
536 YOUNGSTOWN		272,100	269,230	99	.293
OHIO					
COLUMBIANA	C	40,700	40,170		
MAHONING	M B	100,400	99,440		
TRUMBULL	M B	85,700	84,890		
PENNSYLVANIA					
MERCER	C	45,300	44,730		
771 YUMA-EL CENTRO		71,300	68,990	97	.075
ARIZONA					
YUMA	C	37,300	36,140		
CALIFORNIA					
IMPERIAL	C	34,000	32,850		
596 ZANESVILLE		36,100	35,600	99	.039
OHIO					
MORGAN	D	5,200	5,140		
MUSKINGUM	C	30,900	30,460		

M Metro county of DMA market
NM Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

MULTI-SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1992)	MULTI-SET % (JAN. 1992)
662	ABILENE-SWEETWATER	106,900	56
657	ADA-ARDMORE	68,730	50
532	ALBANY-SCHENECTADY-TROY	504,430	60
525	ALBANY, GA	123,490	59
790	ALBUQUERQUE-SANTA FE	511,600	56
644	ALEXANDRIA, LA	82,940	56
583	ALPENA	15,930	48
634	AMARILLO	166,170	58
743	ANCHORAGE	107,090	56
646	ANNISTON	42,720	58
524	ATLANTA	1,444,390	70
520	AUGUSTA	201,930	63
635	AUSTIN	364,350	57
800	BAKERSFIELD	163,060	57
512	BALTIMORE	957,260	71
537	BANGOR	124,560	53
716	BATON ROUGE	248,880	63
692	BEAUMONT-PORT ARTHUR	156,670	64
821	BEND, OR	29,150	49
756	BILLINGS	82,640	53
746	BILOXI-GULFPORT	102,330	60
502	BINGHAMTON	136,080	55
630	BIRMINGHAM	511,180	63
559	BLUEFIELD-BECKLEY-OAK HILL	131,980	54
757	BOISE	154,470	53
506	BOSTON	2,109,710	71
736	BOWLING GREEN	50,970	51
514	BUFFALO	629,540	61
523	BURLINGTON-PLATTSBURGH	293,280	52
754	BUTTE	47,400	46
767	CASPER-RIVERTON	45,000	53
637	CEDAR RAPIDS-WATERLOO&DUBQ	303,950	60
648	CHAMPAIGN&SPRNGFLD-DECATUR	327,070	61
564	CHARLESTON-HUNTINGTON	461,200	55
519	CHARLESTON, SC	222,520	66
517	CHARLOTTE	744,960	62
584	CHARLOTTESVILLE	43,290	52
575	CHATTANOOGA	304,000	59
759	CHEYENNE-SCOTTSBLUF-STRLNG	41,860	53
602	CHICAGO	3,016,930	75
868	CHICO-REDDING	163,240	53
515	CINCINNATI	759,610	71
598	CLARKSBURG-WESTON	99,220	50
510	CLEVELAND	1,436,400	64
752	COLORADO SPRINGS-PUEBLO	236,420	58
604	COLUMBIA-JEFFERSON CITY	132,010	57
546	COLUMBIA, SC	288,630	64
673	COLUMBUS-TUPELO-WEST POINT	162,230	54
522	COLUMBUS, GA	182,060	63
535	COLUMBUS, OH	668,530	63
600	CORPUS CHRISTI	164,490	61
623	DALLAS-FT. WORTH	1,760,270	69
682	DAVENPORT-R.ISLAND-MOLINE	298,040	60
542	DAYTON	498,350	63
751	DENVER	1,016,460	66
679	DES MOINES-AMES	354,600	60
505	DETROIT	1,714,970	72
606	DOTHAN	96,980	61
676	DULUTH-SUPERIOR	167,890	53
765	EL PASO	233,090	61
565	ELMIRA	92,960	53
516	ERIE	148,830	57
801	EUGENE	191,830	49
802	EUREKA	53,090	50
649	EVANSVILLE	264,880	60
745	FAIRBANKS	28,710	51
724	FARGO-VALLEY CITY	212,200	55
513	FLINT-SAGINAW-BAY CITY	451,760	59
570	FLORENCE-MYRTLE BEACH	162,610	60
866	FRESNO-VISALIA	449,220	60
571	FT. MYERS-NAPLES	274,820	64
670	FT. SMITH	185,390	50
509	FT. WAYNE	231,420	62
592	GAINESVILLE	88,770	51
798	GLENDIVE	3,890	45
773	GRAND JUNCTION-MONTROSE	54,390	50
563	GRAND RAPIDS-KALMZOO-B.CRK	624,300	58
755	GREAT FALLS	61,760	48
658	GREEN BAY-APPLETON	366,970	59
518	GREENSBORO-H.POINT-W.SALEM	530,270	65
545	GREENVILLE-N.BERN-WASHNGTN	224,440	61
567	GREENVILLE-SPART-ASHEVILLE	653,830	58
647	GREENWOOD-GREENVILLE	76,910	57
636	HARLINGEN-WESLACO-BRNSVLLE	194,040	59
566	HARRISBURG-LNCSTR-LEB-YORK	557,500	61
569	HARRISONBURG	45,220	48
533	HARTFORD & NEW HAVEN	928,190	74
710	HATTIESBURG-LAUREL	88,140	57
766	HELENA	18,390	47
744	HONOLULU	356,760	55
618	HOUSTON	1,445,550	68
691	HUNTSVILLE-DECATUR, FLOR	284,060	59
758	IDAHO FALLS-POCATELLO	97,570	52
527	INDIANAPOLIS	867,410	70
718	JACKSON, MS	281,760	60
639	JACKSON, TN	56,540	55
561	JACKSONVILLE, BRUNSWICK	468,390	62
574	JOHNSTOWN-ALTOONA	275,980	54
734	JONESBORO	73,480	51
603	JOPLIN-PITTSBURG	137,360	55
616	KANSAS CITY	749,880	62
557	KNOXVILLE	401,730	58
702	LA CROSSE-EAU CLAIRE	159,730	55
582	LAFAYETTE, IN	45,040	47
642	LAFAYETTE, LA	188,150	61
643	LAKE CHARLES	72,680	60
551	LANSING	225,940	56
749	LAREDO	37,660	57
839	LAS VEGAS	314,440	67
541	LEXINGTON	354,930	54
558	LIMA	39,070	56
722	LINCOLN & HSTNGS-KRNYPLUS	248,470	54
693	LITTLE ROCK-PINE BLUFF	453,470	58
803	LOS ANGELES	4,875,100	68
529	LOUISVILLE	524,500	61
651	LUBBOCK	133,280	58
503	MACON	183,610	61
669	MADISON	273,060	58
737	MANKATO	51,280	53
553	MARQUETTE	69,690	52
813	MEDFORD-KLAMATH FALLS	134,980	49
640	MEMPHIS	583,610	63
711	MERIDIAN	64,070	53
528	MIAMI-FT. LAUDERDALE	1,275,990	72
617	MILWAUKEE	765,130	74
613	MINNEAPOLIS-ST. PAUL	1,348,880	74
687	MINOT-BISMARCK-DICKINSON	131,010	55
762	MISSOULA	71,700	45
686	MOBILE-PENSACOLA	403,950	62
628	MONROE-EL DORADO	165,150	58
828	MONTEREY-SALINAS	207,730	54
698	MONTGOMERY	211,180	61
659	NASHVILLE	713,070	60
622	NEW ORLEANS	591,970	66
501	NEW YORK	6,723,980	74
544	NORFOLK-PORTSMTH-NEWPT NWS	603,340	64
740	NORTH PLATTE	14,000	49
633	ODESSA-MIDLAND	131,100	56
650	OKLAHOMA CITY	560,720	58
652	OMAHA	342,330	63
534	ORLANDO-DAYTONA BCH-MELBRN	922,390	64
631	OTTUMWA-KIRKSVILLE	41,240	47
632	PADUCAH-C.GIRARDEAU-HARRBG	342,720	57
804	PALM SPRINGS	122,930	58
656	PANAMA CITY	87,680	59
597	PARKERSBURG	59,400	53
675	PEORIA-BLOOMINGTON	203,850	62
504	PHILADELPHIA	2,634,970	77
753	PHOENIX	1,043,850	72
508	PITTSBURGH	1,128,260	62
500	PORTLAND-AUBURN	344,210	57
820	PORTLAND, OR	845,320	68
552	PRESQUE ISLE	30,720	48
521	PROVIDENCE-NEW BEDFORD	572,250	64
717	QUINCY-HANNIBAL-KEOKUK	109,340	54
560	RALEIGH-DURHAM	714,250	64
764	RAPID CITY	82,590	53
811	RENO	188,530	60
556	RICHMOND-PETERSBURG	472,150	64
573	ROANOKE-LYNCHBURG	377,150	58

U.S. TV HOUSEHOLD ESTIMATES

MULTI-SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1992)	MULTI-SET % (JAN. 1992)
538	ROCHESTER, NY	358,980	64
611	ROCHESTR-MASON CITY-AUSTIN	140,640	55
610	ROCKFORD	154,850	62
862	SACRAMNTO-STKTN-MODESTO	1,054,160	72
576	SALISBURY	94,490	60
770	SALT LAKE CITY	586,960	60
661	SAN ANGELO	46,780	53
641	SAN ANTONIO	589,700	69
825	SAN DIEGO	914,350	56
807	SAN FRANCISCO-OAK-SAN JOSE	2,215,470	63
855	SANTABARBRA-SANMAR-SANLUOB	209,440	52
507	SAVANNAH	230,630	63
819	SEATTLE-TACOMA	1,369,620	63
612	SHREVEPORT	362,850	58
624	SIOUX CITY	147,440	57
725	SIOUX FALLS(MITCHELL)	216,000	54
588	SOUTH BEND-ELKHART	294,660	60
881	SPOKANE	319,170	50
543	SPRINGFIELD-HOLYOKE	247,340	59
619	SPRINGFIELD, MO	313,400	51
638	ST. JOSEPH	57,730	52
609	ST. LOUIS	1,093,750	77
555	SYRACUSE	378,620	58
530	TALLAHASSEE-THOMASVILLE	193,510	56
539	TAMPA-ST. PETE,SARASOTA	1,365,800	73
581	TERRE HAUTE	149,070	58
547	TOLEDO	401,030	61
605	TOPEKA	152,440	53
540	TRAVERSE CITY-CADILLAC	168,010	58
531	TRI-CITIES, TN-VA	280,240	53
789	TUCSON(NOGALES)	309,810	57
671	TULSA	439,830	59
630	TUSCALOOSA	55,320	56
760	TWIN FALLS	29,830	47
709	TYLER	180,730	57
526	UTICA	99,670	56
626	VICTORIA	25,580	57
625	WACO-TEMPLE	248,210	56
511	WASHINGTON, DC	1,819,900	72
549	WATERTOWN	73,750	53
705	WAUSAU-RHINELANDER	161,060	59
548	WEST PALM BEACH-FT. PIERCE	543,620	65
554	WHEELING-STEUBENVILLE	155,730	60
627	WICHITA FALLS & LAWTON	148,640	58
678	WICHITA-HUTCHINSON PLUS	417,500	54
577	WILKES BARRE-SCRANTON	542,120	59
550	WILMINGTON	145,420	59
810	YAKIMA-PASCO-RCHLND-KNNWCK	169,690	53
536	YOUNGSTOWN	269,230	65
771	YUMA-EL CENTRO	68,990	53
596	ZANESVILLE	35,600	54

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY STATE,NIELSEN MARKETING SERVICES TERRITORIES & COUNTY SIZE

STATE

STATE	CABLE TV % RANK ##	TV HOUSEHOLDS (JAN. 1992)	CABLE TV HOUSEHOLDS (JULY 1991)	CABLE TV % OF TV HHLDS
ALABAMA	15	1,500,600	938,800	63
ALASKA#	49	135,800	62,870	46
ARIZONA	43	1,399,840	738,030	53
ARKANSAS	26	880,150	516,660	59
CALIFORNIA	15	10,511,140	6,577,210	63
COLORADO	30	1,281,990	740,710	58
CONNECTICUT	2	1,229,850	966,450	79
DELAWARE	5	250,830	188,660	75
DIST. OF COL.	51	241,460	98,410	41
FLORIDA	11	5,297,130	3,555,850	67
GEORGIA	26	2,415,680	1,413,310	59
HAWAII	1	356,760	302,090	85
IDAHO	43	354,180	186,560	53
ILLINOIS	40	4,157,700	2,285,800	55
INDIANA	35	2,048,540	1,158,950	57
IOWA	23	1,048,920	624,400	60
KANSAS	12	943,060	623,220	66
KENTUCKY	17	1,360,890	837,870	62
LOUISIANA	10	1,470,480	1,012,140	69
MAINE	19	468,760	283,760	61
MARYLAND	39	1,778,840	988,140	56
MASSACHUSETTS	7	2,239,100	1,598,010	71
MICHIGAN	30	3,409,690	1,993,880	58
MINNESOTA	48	1,659,430	817,180	49
MISSISSIPPI	26	896,370	528,520	59
MISSOURI	47	1,954,740	970,430	50
MONTANA	30	296,950	172,990	58
NEBRASKA	14	597,350	388,600	65
NEVADA	46	488,270	248,740	51
NEW HAMPSHIRE	9	419,370	292,300	70
NEW JERSEY	3	2,795,890	2,143,520	77
NEW MEXICO	30	543,050	314,390	58
NEW YORK	30	6,568,890	3,813,190	58
NORTH CAROLINA	35	2,540,170	1,450,930	57
NORTH DAKOTA	19	236,920	144,490	61
OHIO	17	4,064,820	2,534,710	62
OKLAHOMA	19	1,185,330	721,440	61
OREGON	23	1,089,050	651,270	60
PENNSYLVANIA	7	4,464,530	3,180,090	71
RHODE ISLAND	12	378,970	249,770	66
SOUTH CAROLINA	40	1,271,370	698,950	55
SOUTH DAKOTA	26	257,000	151,490	59
TENNESSEE	35	1,853,810	1,064,380	57
TEXAS	40	6,102,910	3,372,590	55
UTAH	49	538,450	250,110	46
VERMONT	35	210,650	120,240	57
VIRGINIA	23	2,318,120	1,388,550	60
WASHINGTON	19	1,872,850	1,141,460	61
WEST VIRGINIA	5	668,780	500,220	75
WISCONSIN	45	1,822,380	946,480	52
WYOMING	4	162,640	124,030	76

NIELSEN MARKETING RESEARCH SERVICES TERRITORIES

TERRITORY †	TOTAL HOUSEHOLDS	TV HOUSEHOLDS (JAN. 1992)	CABLE TV HOUSEHOLDS (JULY 1991)	CABLE TV % OF TV HHLDS
NEW ENGLAND	5,013,300	4,946,700	3,510,530	71
METRO NEW YORK	5,720,500	5,614,040	3,230,450	58
MIDDLE ATLANTIC	9,895,800	9,759,670	6,590,950	68
EAST CENTRAL	12,796,300	12,630,640	7,858,180	62
METRO CHICAGO	2,854,000	2,814,650	1,439,250	51
WEST CENTRAL	12,002,100	11,817,330	6,672,020	56
SOUTHEAST	17,807,000	17,529,160	10,675,900	61
SOUTHWEST	10,373,500	10,181,920	5,937,220	58
GREATER LOS ANGELES	4,843,900	4,744,620	2,706,290	57
REMAINING PACIFIC	11,815,000	11,509,160	7,087,090	62
CONTINENTAL U.S.**	93,121,400	91,547,890	55,707,880	61

COUNTY SIZE

COUNTY SIZE	TV HOUSEHOLDS (JAN. 1992)	CABLE TV HOUSEHOLDS (JULY 1991)	CABLE TV % OF TV HHLDS
A	36,959,870	21,946,950	59
B	27,714,230	17,869,310	64
C	13,218,720	8,667,160	66
D	13,655,070	7,224,460	53
CONTINENTAL U.S.**	91,547,890	55,707,880	61

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS

ANCHORAGE AND FAIRBANKS DMA'S ONLY

† SEE PAGE F FOR STATES AND COUNTIES COMPRISING MRS TERRITORIES.

** EXCLUDING HAWAII AND ALASKA

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (JAN. 1992)	CABLE TV HOUSEHOLDS (JULY 1991)	CABLE TV % OF TV HHLDS
ABILENE-SWEETWATER	33	106,900	77,110	72
ADA-ARDMORE	171	68,730	37,850	55
ALBANY-SCHENECTADY-TROY	67	504,430	334,050	66
ALBANY, GA	118	123,490	74,030	60
ALBUQUERQUE-SANTA FE	160	511,600	286,960	56
ALEXANDRIA, LA	30	82,940	60,410	73
ALPENA	83	15,930	10,180	64
AMARILLO	41	166,170	117,990	71
ANCHORAGE	195	107,090	53,430	50
ANNISTON	1	42,720	36,530	86
ATLANTA	160	1,444,390	808,110	56
AUGUSTA	118	201,930	121,040	60
AUSTIN	101	364,350	226,800	62
BAKERSFIELD	26	163,060	120,780	74
BALTIMORE	175	957,260	518,390	54
BANGOR	210	124,560	53,380	43
BATON ROUGE	53	248,880	169,010	68
BEAUMONT-PORT ARTHUR	101	156,670	96,650	62
BEND, OR	67	29,150	19,180	66
BILLINGS	118	82,640	49,420	60
BILOXI-GULFPORT	2	102,330	87,040	85
BINGHAMTON	41	136,080	95,990	71
BIRMINGHAM	94	511,180	319,700	63
BLUEFIELD-BECKLEY-OAK HILL	13	131,980	103,290	78
BOISE	202	154,470	74,810	48
BOSTON	47	2,109,710	1,478,470	70
BOWLING GREEN	199	50,970	24,840	49
BUFFALO	53	629,540	426,760	68
BURLINGTON-PLATTSBURGH	138	293,280	170,490	58
BUTTE	110	47,400	28,680	61
CASPER-RIVERTON	33	45,000	32,390	72
CEDAR RAPIDS-WATERLOO&DUBQ	110	303,950	185,270	61
CHAMPAIGN&SPRNGFLD-DECATUR	33	327,070	236,790	72
CHARLESTON-HUNTINGTON	30	461,200	337,950	73
CHARLESTON, SC	154	222,520	127,670	57
CHARLOTTE	128	744,960	439,670	59
CHARLOTTESVILLE	94	43,290	27,060	63
CHATTANOOGA	101	304,000	187,340	62
CHEYENNE-SCOTTSBLUF-STRLNG	22	41,860	31,360	75
CHICAGO	184	3,016,930	1,568,230	52
CHICO-REDDING	160	163,240	91,670	56
CINCINNATI	154	759,610	432,400	57
CLARKSBURG-WESTON	16	99,220	76,350	77
CLEVELAND	101	1,436,400	885,710	62
COLORADO SPRINGS-PUEBLO	110	236,420	145,230	61
COLUMBIA-JEFFERSON CITY	177	132,010	70,020	53
COLUMBIA, SC	177	288,630	153,500	53
COLUMBUS-TUPELO-WEST POINT	195	162,230	81,780	50
COLUMBUS, GA	101	182,060	112,380	62
COLUMBUS, OH	154	668,530	381,610	57
CORPUS CHRISTI	77	164,490	106,110	65
DALLAS-FT. WORTH	206	1,760,270	803,670	46
DAVENPORT-R.ISLAND-MOLINE	83	298,040	190,350	64
DAYTON	67	498,350	329,550	66
DENVER	138	1,016,460	592,600	58
DES MOINES-AMES	171	354,600	195,450	55
DETROIT	118	1,714,970	1,021,990	60
DOTHAN	138	96,980	56,350	58
DULUTH-SUPERIOR	195	167,890	84,190	50
EL PASO	171	233,090	127,670	55
ELMIRA	33	92,960	67,380	72
ERIE	67	148,830	97,740	66
EUGENE	83	191,830	121,820	64
EUREKA	26	53,090	39,260	74
EVANSVILLE	138	264,880	153,790	58
FAIRBANKS	211	28,710	9,440	33
FARGO-VALLEY CITY	160	212,200	119,670	56
FLINT-SAGINAW-BAY CITY	154	451,760	256,370	57
FLORENCE-MYRTLE BEACH	53	162,610	109,900	68
FRESNO-VISALIA	199	449,220	219,200	49
FT. MYERS-NAPLES	53	274,820	187,380	68
FT. SMITH	118	185,390	110,330	60
FT. WAYNE	190	231,420	119,130	51
GAINESVILLE	53	88,770	60,040	68
GLENDIVE	16	3,890	2,980	77
GRAND JUNCTION-MONTROSE	138	54,390	31,280	58
GRAND RAPIDS-KALMZOO-B.CRK	138	624,300	361,030	58
GREAT FALLS	160	61,760	34,850	56
GREEN BAY-APPLETON	190	366,970	186,010	51
GREENSBORO-H.POINT-W.SALEM	128	530,270	311,550	59
GREENVILLE-N.BERN-WASHNGTN	160	224,440	125,080	56
GREENVILLE-SPART-ASHEVILLE	199	653,830	319,330	49
GREENWOOD-GREENVILLE	41	76,910	54,480	71
HARLINGEN-WESLACO-BRNSVLLE	177	194,040	102,940	53
HARRISBURG-LNCSTR-LEB-YORK	47	557,500	390,470	70
HARRISONBURG	171	45,220	24,970	55
HARTFORD & NEW HAVEN	10	928,190	745,850	80
HATTIESBURG-LAUREL	184	88,140	45,710	52
HELENA	50	18,390	12,700	69
HONOLULU	2	356,760	302,090	85
HOUSTON	190	1,445,550	743,700	51
HUNTSVILLE-DECATUR, FLOR	83	284,060	180,540	64
IDAHO FALLS-POCATELLO	177	97,570	51,700	53
INDIANAPOLIS	118	867,410	516,210	60
JACKSON, MS	128	281,760	166,450	59
JACKSON, TN	110	56,540	34,690	61
JACKSONVILLE, BRUNSWICK	30	468,390	342,390	73
JOHNSTOWN-ALTOONA	13	275,980	215,220	78
JONESBORO	118	73,480	43,850	60
JOPLIN-PITTSBURG	184	137,360	71,600	52
KANSAS CITY	138	749,880	437,950	58
KNOXVILLE	110	401,730	245,420	61
LA CROSSE-EAU CLAIRE	128	159,730	94,080	59
LAFAYETTE, IN	16	45,040	34,870	77
LAFAYETTE, LA	83	188,150	120,240	64
LAKE CHARLES	58	72,680	48,740	67
LANSING	118	225,940	134,950	60
LAREDO	6	37,660	31,540	84
LAS VEGAS	208	314,440	138,910	44
LEXINGTON	67	354,930	235,160	66
LIMA	10	39,070	31,410	80
LINCOLN & HSTNGS-KRNYPLUS	67	248,470	164,740	66
LITTLE ROCK-PINE BLUFF	138	453,470	262,560	58
LOS ANGELES	138	4,875,100	2,818,170	58
LOUISVILLE	138	524,500	304,900	58
LUBBOCK	128	133,280	78,440	59
MACON	94	183,610	116,130	63
MADISON	128	273,060	160,950	59
MANKATO	101	51,280	32,030	62
MARQUETTE	41	69,690	49,610	71
MEDFORD-KLAMATH FALLS	138	134,980	78,240	58
MEMPHIS	160	583,610	324,290	56
MERIDIAN	195	64,070	31,730	50
MIAMI-FT. LAUDERDALE	83	1,275,990	817,170	64
MILWAUKEE	184	765,130	399,200	52
MINNEAPOLIS-ST. PAUL	205	1,348,880	632,280	47
MINOT-BISMARCK-DICKINSON	110	131,010	80,480	61
MISSOULA	160	71,700	40,200	56
MOBILE-PENSACOLA	83	403,950	258,520	64
MONROE-EL DORADO	101	165,150	101,890	62
MONTEREY-SALINAS	7	207,730	170,120	82
MONTGOMERY	94	211,180	134,010	63
NASHVILLE	177	713,070	379,390	53
NEW ORLEANS	41	591,970	417,530	71
NEW YORK	110	6,723,980	4,113,140	61
NORFOLK-PORTSMTH-NEWPT NWS	58	603,340	402,820	67
NORTH PLATTE	67	14,000	9,200	66
ODESSA-MIDLAND	20	131,100	99,860	76
OKLAHOMA CITY	128	560,720	329,090	59
OMAHA	83	342,330	219,910	64
ORLANDO-DAYTONA BCH-MELBRN	50	922,390	638,020	69
OTTUMWA-KIRKSVILLE	110	41,240	25,280	61
PADUCAH-C.GIRARDEAU-HARRBG	177	342,720	182,440	53
PALM SPRINGS	16	122,930	94,400	77
PANAMA CITY	67	87,680	57,790	66
PARKERSBURG	26	59,400	44,190	74
PEORIA-BLOOMINGTON	58	203,850	136,220	67
PHILADELPHIA	33	2,634,970	1,895,410	72
PHOENIX	184	1,043,850	541,600	52
PITTSBURGH	22	1,128,260	849,560	75
PORTLAND-AUBURN	58	344,210	230,060	67
PORTLAND, OR	138	845,320	486,470	58
PRESQUE ISLE	94	30,720	19,310	63
PROVIDENCE-NEW BEDFORD	58	572,250	384,850	67
QUINCY-HANNIBAL-KEOKUK	118	109,340	65,160	60
RALEIGH-DURHAM	175	714,250	385,610	54
RAPID CITY	138	82,590	48,280	58
RENO	77	188,530	122,870	65
RICHMOND-PETERSBURG	184	472,150	244,410	52
ROANOKE-LYNCHBURG	154	377,150	214,650	57

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (JAN. 1992)	CABLE TV HOUSEHOLDS (JULY 1991)	CABLE TV % OF TV HHLDS
ROCHESTER, NY	58	358,980	240,950	67
ROCHESTR-MASON CITY-AUSTIN	116	140,640	84,530	60
ROCKFORD	77	154,850	100,130	65
SACRAMNTO-STKTN-MODESTO	138	1,054,160	606,900	58
SALISBURY	50	94,490	65,240	69
SALT LAKE CITY	202	586,960	284,560	48
SAN ANGELO	2	46,780	39,940	85
SAN ANTONIO	101	589,700	368,410	62
SAN DIEGO	12	914,350	720,800	79
SAN FRANCISCO-OAK-SAN JOSE	67	2,215,470	1,458,860	66
SANTABARBRA-SANMAR-SANLUOB	2	209,440	177,170	85
SAVANNAH	58	230,630	155,000	67
SEATTLE-TACOMA	101	1,369,620	853,730	62
SHREVEPORT	128	362,850	215,300	59
SIOUX CITY	128	147,440	87,280	59
SIOUX FALLS(MITCHELL)	138	216,000	125,060	58
SOUTH BEND-ELKHART	190	294,660	150,270	51
SPOKANE	154	319,170	183,310	57
SPRINGFIELD-HOLYOKE	13	247,340	192,610	78
SPRINGFIELD, MO	208	313,400	138,320	44
ST. JOSEPH	41	57,730	40,870	71
ST. LOUIS	202	1,093,750	520,380	48
SYRACUSE	67	378,620	248,700	66
TALLAHASSEE-THOMASVILLE	128	193,510	113,980	59
TAMPA-ST. PETE,SARASOTA	83	1,365,800	878,210	64
TERRE HAUTE	138	149,070	86,160	58
TOLEDO	77	401,030	262,400	65
TOPEKA	47	152,440	107,250	70
TRAVERSE CITY-CADILLAC	190	168,010	85,060	51
TRI-CITIES, TN-VA	58	280,240	187,700	67
TUCSON(NOGALES)	177	309,810	164,950	53
TULSA	94	439,830	278,000	63
TUSCALOOSA	7	55,320	45,370	82
TWIN FALLS	160	29,830	16,780	56
TYLER	83	180,730	115,070	64
UTICA	22	99,670	74,620	75
VICTORIA	9	25,580	20,680	81
WACO-TEMPLE	77	248,210	160,520	65
WASHINGTON, DC	160	1,819,900	1,021,820	56
WATERTOWN	94	73,750	46,670	63
WAUSAU-RHINELANDER	207	161,060	73,010	45
WEST PALM BEACH-FT. PIERCE	33	543,620	393,700	72
WHEELING-STEUBENVILLE	33	155,730	112,610	72
WICHITA FALLS & LAWTON	33	148,640	106,720	72
WICHITA-HUTCHINSON PLUS	58	417,500	280,810	67
WILKES BARRE-SCRANTON	20	542,120	410,980	76
WILMINGTON	160	145,420	81,490	56
YAKIMA-PASCO-RCHLND-KNNWCK	83	169,690	108,340	64
YOUNGSTOWN	77	269,230	173,980	65
YUMA-EL CENTRO	22	68,990	51,990	75
ZANESVILLE	26	35,600	26,400	74

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS

U.S. TV HOUSEHOLD ESTIMATES
ALPHABETICALLY BY DMA

SPLIT COUNTIES WITHIN DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (JAN. 1992)
CINCINNATI	BUTLER-N, OH	37,950
	BUTLER-S, OH	67,690
	WARREN-N, OH	26,630
	WARREN-S, OH	13,480
RALEIGH-DURHAM	NASH-E, NC	17,290
	NASH-W, NC	11,940
SAN FRANCISCO-OAK-SAN JOSE	CONTRA COS.-E, CA	32,790
	CONTRA COS.-W, CA	274,970
SANTABARBRA-SANMAR-SANLUOB	SANTA BRBRA-N, CA	52,900
	SANTA BRBRA-S, CA	73,910
WEST PALM BEACH-FT. PIERCE	PALM BEACH-N, FL	259,220
	PALM BEACH-S, FL	128,520

SPLIT COUNTIES ACROSS DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (JAN. 1992)
ALBUQUERQUE-SANTA FE	APACHE-N, AZ	10,040
	LEA-N, NM	16,580
BAKERSFIELD	KERN-W, CA	163,060
BURLINGTON-PLATTSBURGH	ST LAWRENCE-E, NY	12,900
LOS ANGELES	KERN-E, CA	25,430
	RIVERSIDE-W, CA	312,420
MANKATO	BL ERTH-NCL-S, MN	23,400
MINNEAPOLIS-ST. PAUL	NICOLLET-N, MN	5,030
ODESSA-MIDLAND	LEA-S, NM	2,070
PALM SPRINGS	RIVERSIDE-E, CA	122,930
PHOENIX	APACHE-S, AZ	3,850
RENO	EL DORADO-E, CA	17,440
SACRAMNTO-STKTN-MODESTO	EL DORADO-W, CA	31,150
	SOLANO-E, CA	67,950
SAN FRANCISCO-OAK-SAN JOSE	SOLANO-W, CA	52,900
SYRACUSE	ONEIDA-W, NY	38,080
UTICA	ONEIDA-E, NY	53,350
WATERTOWN	ST LAWRENCE-W, NY	24,310

COUNTIES SPLIT FOR TOPOGRAPHICAL REASONS ARE DESIGNATED AS N, S, E OR W AFTER THE COUNTY NAME.

U.S. TV HOUSEHOLD ESTIMATES

COUNTY CHANGES BY DMA
1991-1992

ABILENE-SWEETWATER
-COKE, TX

AUGUSTA
-JOHNSON, GA
-SCREVEN, GA

BOSTON
-FRANKLIN, MA
-SULLIVAN, NH

BURLINGTON-PLATTSBURGH
+SULLIVAN, NH

BUTTE
+BROADWATER, MT

CEDAR RAPIDS-WATERLOO&DUBQ
-CEDAR, IA

CHAMPAIGN&SPRNGFLD-DECATUR
+CASS, IL

CHARLESTON-HUNTINGTON
+LEWIS, KY

CHARLOTTESVILLE
+GREENE, VA

CHEYENNE-SCOTTSBLUF-STRLNG
-MORRILL, NE

CINCINNATI
-LEWIS, KY

COLUMBUS-TUPELO-WEST POINT
+UNION, MS

DAVENPORT-R.ISLAND-MOLINE
+CEDAR, IA

DENVER
+EUREKA, NV

DOTHAN
-HOLMES, FL

EVANSVILLE
+CLAY, IL
-GALLATIN, IL

GREEN BAY-APPLETON
-DELTA, MI

HARRISONBURG
+PAGE, VA

HELENA
-BROADWATER, MT

HOUSTON
+MADISON, TX

JOHNSTOWN-ALTOONA
-FULTON, PA

KNOXVILLE
-HARLAN, KY
-HANCOCK, TN

LEXINGTON
+HARLAN, KY

LINCOLN & HSTNGS-KRNYPLUS
-PAWNEE, NE
-WHEELER, NE

MACON
+JOHNSON, GA

MARQUETTE
+DELTA, MI

MEMPHIS
-UNION, MS

OMAHA
+PAWNEE, NE

PADUCAH-C.GIRARDEAU-HARRBG
+GALLATIN, IL

PANAMA CITY
+HOLMES, FL

QUINCY-HANNIBAL-KEOKUK
-CASS, IL

RAPID CITY
+MORRILL, NE

RICHMOND-PETERSBURG
-GREENE, VA

SALT LAKE CITY
-EUREKA, NV

SAN ANGELO
+COKE, TX

SAVANNAH
+SCREVEN, GA

SEATTLE-TACOMA
-KITTITAS, WA

SIOUX CITY
+WHEELER, NE

SPRINGFIELD-HOLYOKE
+FRANKLIN, MA

TERRE HAUTE
-CLAY, IL

TRI-CITIES, TN-VA
+HANCOCK, TN

WACO-TEMPLE
-MADISON, TX

WASHINGTON, DC
+FULTON, PA
-PAGE, VA

YAKIMA-PASCO-RCHLND-KNNWCK
+KITTITAS, WA

\# NEW DMA

\+ County added to this DMA
\- County dropped from this DMA

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